PACIFIC FISHERMAN

p. 24

JULY 1950

A Miller Freeman Publication

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PACIFIC OCEANIC FISHERY
INVESTIGATIONS

10 years

with a Clean Engine...

no appreciable bearing wear

That's what General Petroleum products have done for Nick Zorich and his boat, Westward, operating out of Astoria, Oregon. The 56 foot Westward carries a crew of three, trawl and tuna fishing off the Washington and Oregon coasts. The power plant, a 100 h. p. Cummins Diesel has been overhauled only once in ten years and has run clean and trouble-free on Delvac oils the entire time. According to Nick, who acts as both skipper and engineer, "It's gotta be that way because we can't afford breakdowns during our fishing season." That's the kind of performance people expect—and get—with the famous Mobil and Gargoyle Marine Products from General Petroleum Marine Stations—at The Sign of The Flying Red Horse.

General Petroleum Corporation

converting nature's gift to better living

MARINE PRODUCTS

Nick Zorich (left), skipper of the Westward, out of Astoria, gets the word on Marine oils from Swede Zankich, General Petroleum Marine Agent.

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LAST MINUTE NEWS SUMMARY

California Tuna Operators Hold Their Vessels In Port

Orders to their tuna fishing vessels to remain in port for an indefinite period, effective June 19, were issued by a substantial group of Southern California tuna operators.

This complete suspension of operations followed and extended the curtailment discussed on Page 20 of this issue.

Three American Members Appointed To Inter-American Tuna Commission

On June 12 President Truman appointed three members of the four-man American side of the Inter-American Tropical Tuna Commission established under treaty between the United States and Costa Rica.

Those named were: Eugene D. Bennett, San Francisco attorney; Lee F. Payne, executive editor of the Los Angeles *Daily News*, and a member of the California Fish and Game Commission; and Milton C. James, assistant director of the U. S. Fish and Wildlife Service.

Substantial Albacore Catches Made 485 Miles Off Oregon

Some 20 Albacore were hooked June 18 by the FAWS exploratory fishing vessel *John N. Cobb* some 485 miles west of Cape Blanco, Ore., she reported to J. G. Ellson, fishery engineer in charge of her operations.

The largest of the fish landed was 19 lbs.

Freezership "Tinian" Goes To Japan For Frozen Cargo

The freezership *Tinian* of the Columbia River Packers Association sailed late in June for Japan, where she is expected to pick up a cargo of frozen tuna. The same vessel brought a cargo of 1,200 tons of frozen Albacore from Japan last year. She is expected to be gone about 60 days.

Area 3 Halibut Season Closes July 5, After Only 66 Days

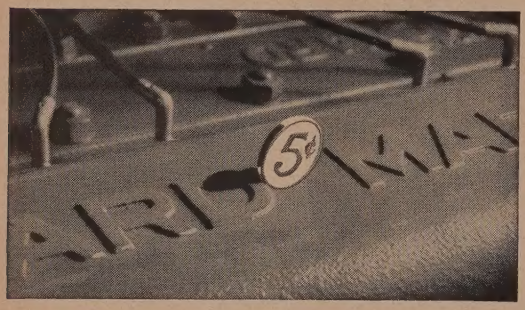
Closure of Area 3 halibut fishing was announced for midnight July 5 in a statement by the International Fisheries Commission issued June 15. This gave a fishing period of only 66 days, a full week shorter than in 1949, when the Area closed July 12.

The shortest previous season in the history of the fishery was in 1948, when fishing closed July 11 after 72 days of fishing.

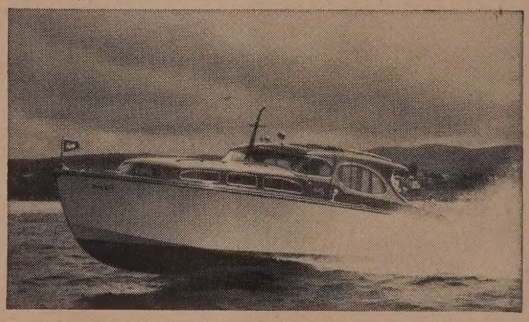
THE COVER PICTURE

Photograph on the cover shows the crew of the Puget Sound salmon seiner *Latouche* hustling to get the rings aboard during a set in Boundary Bay during the 1949 season. The same boat and the same men, with hundreds of others, will be doing the same thing again late this month.

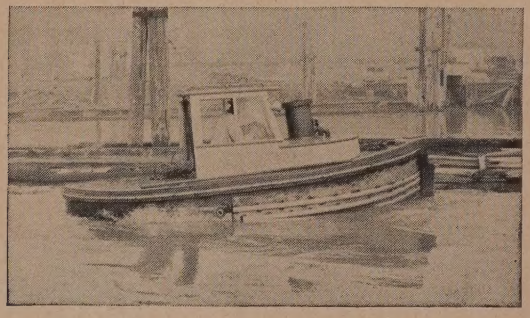
What's the first thing to look for when you buy your new marine engine?



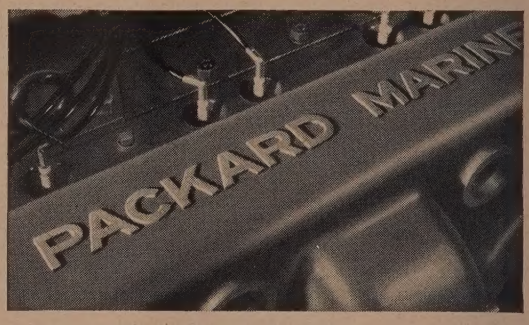
Smoothness? Yes, smoothness can tell you a lot about advanced design and quality construction—and this 150-HP Packard Marine Eight is so smooth you can balance a nickel on the manifold while the engine is running! (But *smoothness* isn't the *first* thing to look for!)



Trouble-free dependability? This, of course, is a "must"—and it's one reason why progressive boat builders prefer Packard engines. Harco, for example, powers the luxurious Harco "40" with two Packard Marine Eights. (But *trouble-free dependability* isn't the *first* thing to look for!)



Thrifty durability? Just ask the man who owns one about the low upkeep and operating costs. Example: this Packard-Powered Weyerhaeuser Timber Company tug is on the go from morning to night, ramming logs at full speed. (But *thrifty durability* isn't the *first* thing to look for!)



Answer: The first thing to look for, in your new marine engine, is the name PACKARD. That's your all-around guarantee of the best brand of *everything.* See your nearest Packard marine engine dealer, or write direct to the Packard Marine Engine (Dept. S), Detroit 32, Michigan.

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CROFTON DIESEL ENGINE CO., INC.
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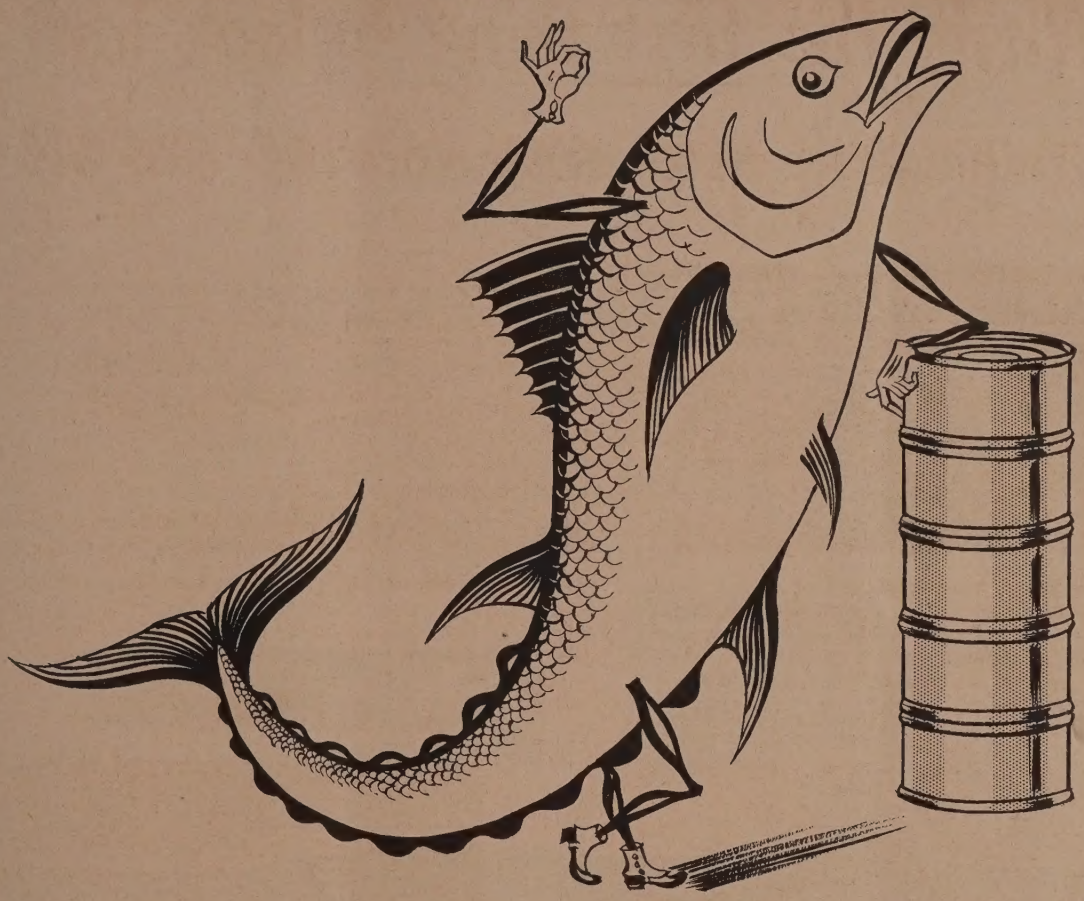
Foot of G Street, San Diego, Cal. . . . and
Newport Beach, Cal. *(Nevada and So. California)*

Packard MARINE ENGINES

100-HP MARINE SIX (IM-245)
with built-in finger tip control

150-HP MARINE EIGHT (IM-356)
with built-in finger tip control

ASK THE MAN WHO OWNS ONE



"I'll bet a fin you can't find a better can than a Continental"

says **W. BLUEFIN TUNA**

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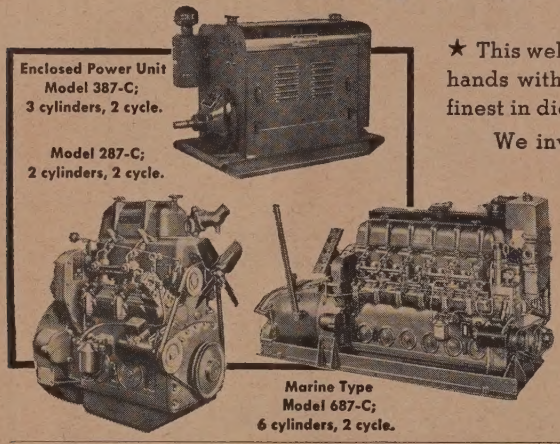

Enclosed Power Unit
Model 387-C;
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2 cylinders, 2 cycle.

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★ This well-known firm has joined hands with P&H to bring you the finest in diesel power and service.

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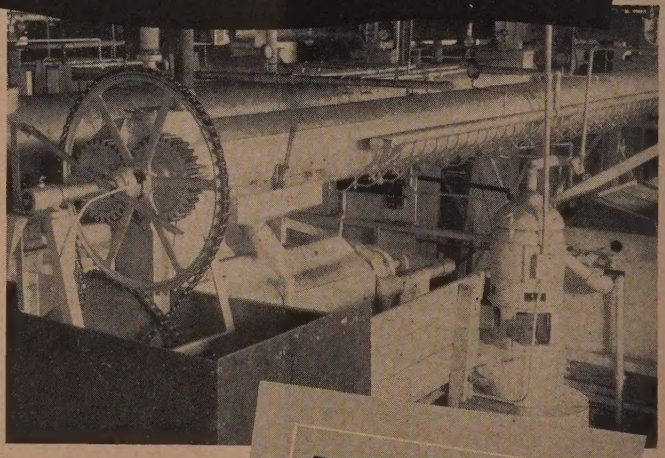

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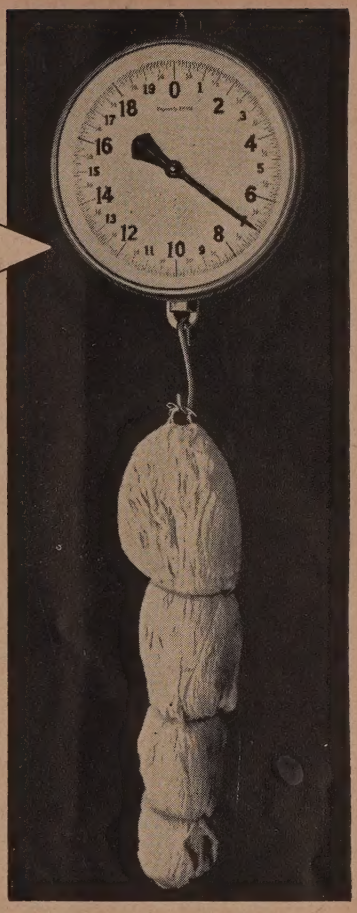
NYLOCK
after
submersion

Look at the Pictures and you'll see why...

NYLOCK*

100% NYLON NETTING SAVES YOUR TIME and MONEY!



COTTON
after
submersion

LOW WATER ABSORPTION IS THE ANSWER!
The scales shown above are weighing NYLOCK Nylon netting and cotton netting after both were submerged in water.

HERE IS THE COMPARISON:

Nylock (dry)	**Weighed 3 lbs.**
Cotton (dry)	**Weighed 3 lbs.**
Nylock (wet)	**Weighed 4.6 lbs.**
Cotton (wet)	**Weighed 7 lbs.**

The scales tell the story! Cotton absorbed enough water to increase its weight 133%. NYLOCK Nylon (when wet) only increased 53% in weight. This means that it takes less man power and less horse power to haul NYLOCK Nylon nets—*and that's extra money in your pocket!*

NYLOCK Nylon Netting also requires no drying—one net does the work of three! It needs no preservatives . . . is not affected by mildew, fungus growths, oil or gasoline and it is specially treated for sunlight resistance. Tests have proved that NYLOCK Nylon Netting *increases the catch—lowers operating costs.*

For further information . . . write, wire or phone one of the following manufacturers who use NYLOCK Nylon exclusively for all their Nylon Fish Netting:

R. J. EDERER and subsidiaries—540 Orleans St., Chicago, Ill. Unity and Elizabeth Sts., Philadelphia, Pa.

THE FISH NET & TWINE CO.—310-312 Bergen Avenue, Jersey City, N. J.

MOODUS NET & TWINE INC.—Moodus, Connecticut

A. M. STARR NET CO.—East Hampton, Connecticut

JOSEPH F. SHEA, INC., Successor John S. Brooks, East Haddam, Connecticut

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* Trade Mark

While the short supply of basic Nylon still curtails our production, NYLOCK should become increasingly available over the coming months.

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432 Fourth Ave., New York 16, N. Y.

SOLE DISTRIBUTORS:
BROWNELL & COMPANY, *Inc.*
—also manufacturers of Nylon Maitre Cord and Hanging Twine
Moodus, Connecticut

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New Tydol HD, HD S-1, HD S-2 solve every problem of modern lubrication for automotive and stationary engines using gasoline, butane or diesel fuels. Tydol Heavy Duty Motor Oils are made of high quality, high VI paraffinic base oil compounded with new types of "additives." Tydol *cleans* as it *protects* as it *lubricates*.

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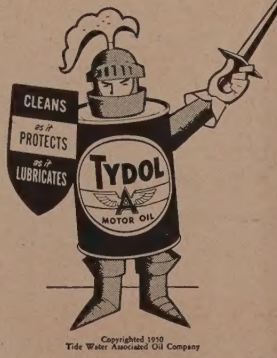
Has highest detergency level of the Tydol Heavy Duty series. For high performance and supercharged diesel engines using all kinds of diesel fuels under the most extreme conditions. Available in SAE grade 30. Sold in drums.



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Check these Tydol safeguards

- ✔ Easier starting—heat resistant—stable in service.
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- ✔ Freedom from ring sticking—less piston ring and cylinder wear.
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- ✔ Insures free acting valve stems.
- ✔ Provides cleaner filter elements.
- ✔ Non-corrosive to alloy bearings and other engine parts.
- ✔ *Cleans* as it *protects* as it *lubricates*.

Call your Associated Representative for expert help on any lubrication problem.

TIDE WATER ASSOCIATED OIL COMPANY

POWERED BY Superior for an extra margin of safety

● Sudden emergencies and temporary overloads call for an extra margin of safety. What's more, this margin of safety means longer engine life.

That's why fishermen like Superior Marine Diesels. They've found they can get continuous and trouble-free performance at Superior's rated output. And that they can call on a liberal power reserve whenever they need it.

SUPERIOR DIESEL DIVISION
THE NATIONAL SUPPLY COMPANY
Plant and General Sales Office: Springfield, Ohio

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2. Precision Bearings
3. Heavy Rigid Crankshafts
4. Strong Bases and Cylinder Blocks
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One of our representatives will be glad to show you how these features can help you. Just write and tell us when he can call. Or, if you prefer, send for our fully illustrated 28 page booklet.

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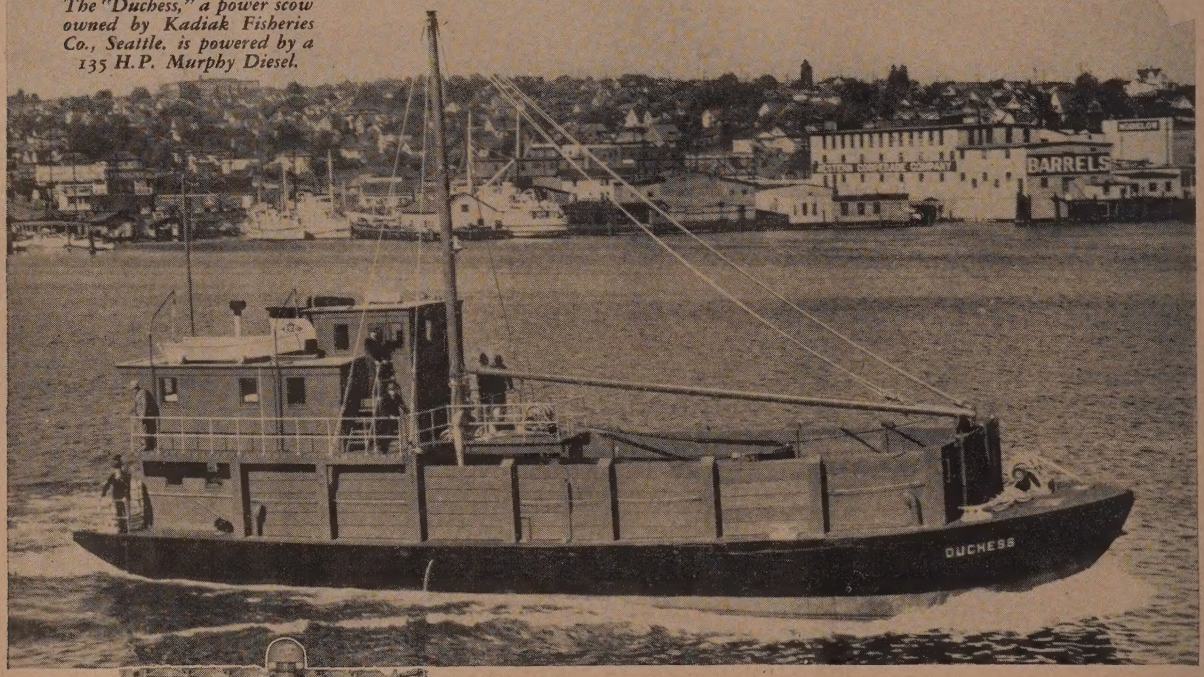
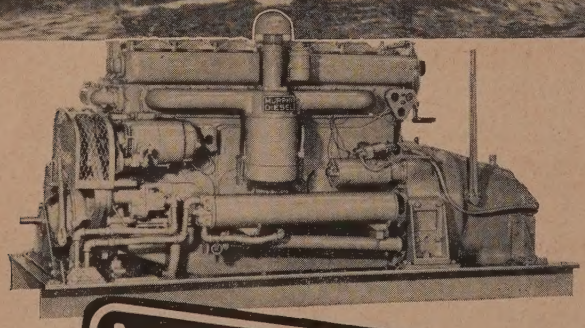
are the MURPHY DIESELS in service!

The "Duchess," a power scow owned by Kadiak Fisheries Co., Seattle, is powered by a 135 H.P. Murphy Diesel.





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Before you power a new boat or repower an existing one, ask other Murphy owners about their experience . . . and for full details on the Murphy Diesel ask your dealer or write for a copy of the booklet, *"10 Questions to Ask a Diesel Engine Salesman."*

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for fishing

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Won't you call on us immediately and let our services help you to a greater share of the thriving canned fish business?

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Recommend types of cans, lining, closures . . . advise you on all technicalities of processing.

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Catch Insured

THERE are several ways a tuna catch can be turned from a profit into a loss. For instance: (a) through powered-equipment failure that means missing much of the catch; (b) through inadequate protection of the catch that means loss through spoilage.

But Skipper John Tasso doesn't intend to be caught with his chances down. His insurance is three big "Caterpillar" D13000 Diesel Electric Sets. They give him ample power — and *dependable* power — for all the auxiliary needs of his 138-foot tuna clipper *White Star* (out of San Diego). They drive three 30-hp. ice machines, two 30-hp. bait pumps, deck hoists, brine pumps, main-engine circulating pumps, gyro compass, and furnish current for all lights, radios and electrical appliances.

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USE THE COUPON for further information. SEE YOUR "CATERPILLAR" DEALER for a demonstration.

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Marine Engines

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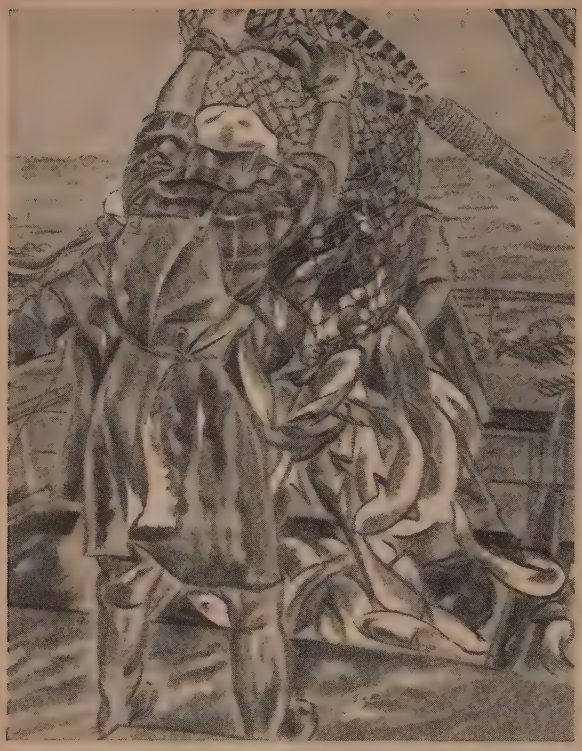
Send me booklet, "Your Fellow Skippers," and specification sheets on (check which):

- ☐ MARINE PROPULSION ENGINES
- ☐ MARINE AUXILIARY ENGINES
- ☐ MARINE ELECTRIC SETS

Name _____

Address _____



YOU WANT A CLEAN BOTTOM NOW!

When the fish are running is the time for fishing . . . not painting. Then you want a clean bottom to get you out there and back in the shortest possible time with the least consumption of fuel. With any one of the several INTERNATIONAL Bottom Paints on your vessel you will have a clean bottom. Their remarkable resistance to both grass and shells is long lasting. There are INTERNATIONAL Bottom Paints for both wood and metal made to meet various types of service and price limitations. Send for color cards and price lists.

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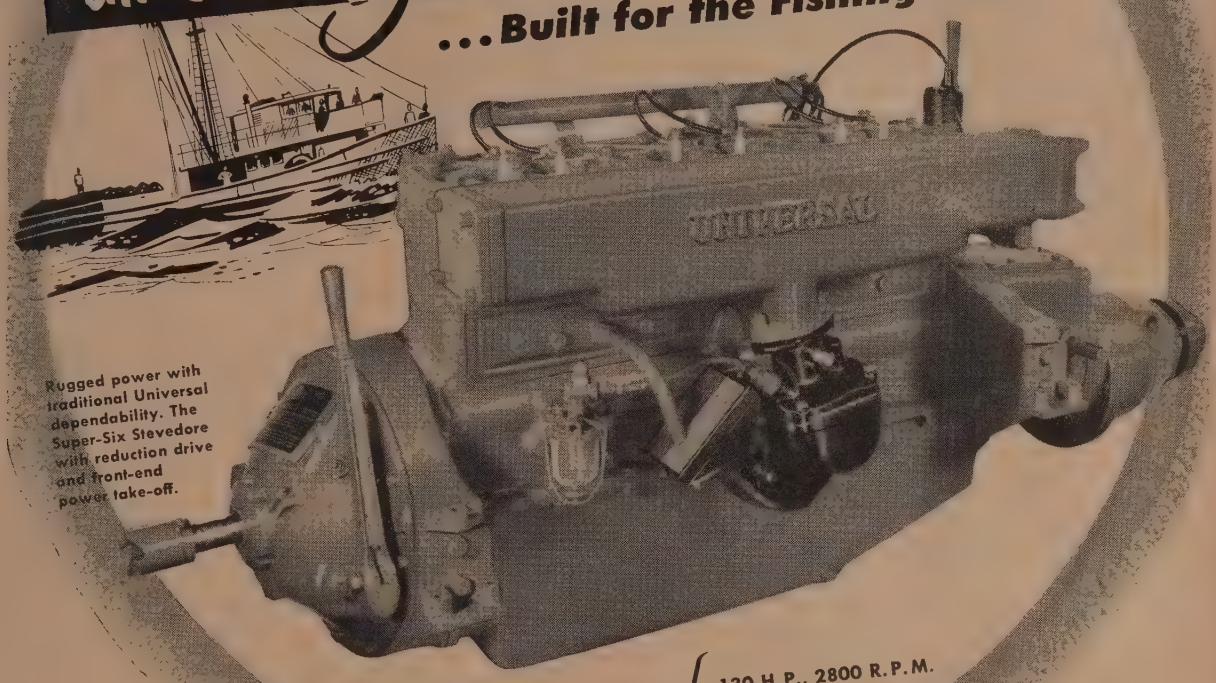
announcing A POWERFUL NEW UNIVERSAL

...Built for the Fishing Fleet



Rugged power with traditional Universal dependability. The Super-Six Stevedore with reduction drive and front-end power take-off.

The Super-Six { 130 H.P., 2800 R.P.M.
340 cubic inch piston displacement

***Everything* you want in a Marine Motor.** This new Universal Super-Six Stevedore—engineered *strictly* for fishing service—gives you more important features for fishing service than ever offered before in a marine engine of this size.

The Universal Super-Six brings you greater power—all that your boat requires for every need. And it brings you the dependable performance that thousands of fishermen have known for 52 years in Universal 100% marine motors.

THIS IS THE SUPER-SIX STEVEDORE!

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- With the reduction drive you need.
- Built-in hand sump pump.
- 7-bearing precision counterbalanced crankshaft.
- Available with front-end power take-off.
- Replaceable bearing shells.
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Get the facts on this advanced marine motor. See how it can take worries out of your fishing — put more profits in it!

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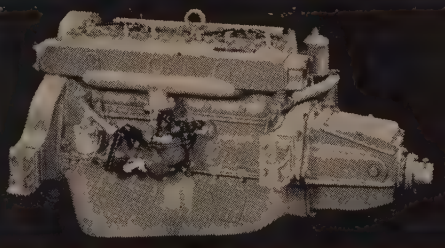

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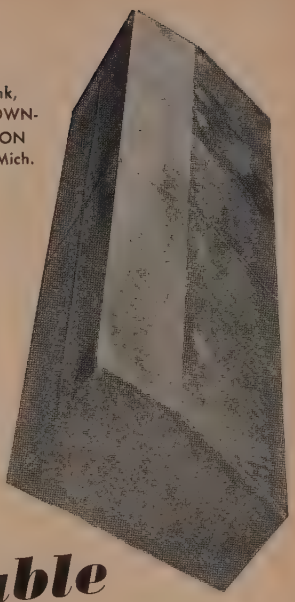

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PACIFIC FISHERMAN

JULY, 1950

Partisan Politics Extend Their Grip To International Fishing Research

Appointment of three of the four American members of the Inter-American Tropical Tuna Commission, provided by treaty between the United States and Costa Rica, was announced about the middle of June. This commission is authorized to conduct scientific research into the biology and life history of the Pacific tunas.

This journal believes the American tuna industry, and the people of the United States generally, are entitled to know some of the elements involved in the delay of approximately six months in the appointment of the commission, which is even now not complete.

We believe the people are entitled to know that considerations of partisan politics have been given paramount importance in an international matter concerned only with scientific research and conservation of an oceanic natural resource.

We believe the people are entitled to know that, after men have been approved by the Department of State and the Department of the Interior as to their character and qualifications; and they have been recommended for appointment by the President of the United States, party committeemen are asked to pass upon their acceptability from a political point of view.

This material should not be considered as reflecting in any degree whatsoever upon the three men appointed to the commission. They are all men of high character and qualification, eminently fitted for the responsibility they have been given.

The following letters speak for themselves, and need no elaboration for the discerning reader. In each case they were made available for publication by their writers.

Law Offices
VEATCH & BRADSHAW
Portland 4, Oregon

Dr. W. M. Chapman — June 1, 1950
Special Assistant to the Under Secretary
Department of State
Washington, D. C.

Dear Dr. Chapman:

The Democratic National Committee has referred my appointment to the United States-Costa Rica Tuna Commission to the National Committeeman for Oregon for recommendation. It thus appears that politics is to be the controlling factor in naming the commission. Under these circumstances, I am asking you to withdraw my name for consideration.

With best personal regards, I remain,

Very truly yours,

JCV:v — *John C. Veatch.*

Law Offices
VEATCH & BRADSHAW
Portland 4, Oregon

Dr. W. M. Chapman — June 9, 1950
Special Assistant to the Under Secretary
Department of State
Washington, D. C.

Dear Dr. Chapman:

It is with sincere regret that I am unable to comply with your request that I reconsider my decision to withdraw my name from consideration for membership on the United States-Costa Rica Tuna Commission and I want to assure you that I have never for a moment thought that you were in any way responsible for the events which brought about my decision. My decision is due to the conviction that appointments to the commission are being considered primarily from a political

standpoint and that the commission will be subjected to political pressure.

I am unable to reach any other conclusion from the events that have transpired. You, after a careful investigation, submitted the names of certain men for appointment to the commission. Your recommendations were approved by the State Department and the Secretary of the Interior concurred in the approval. It is proper and necessary that anyone suggested for appointment on any commission dealing with international problems be carefully investigated as to his loyalty, integrity and qualifications for the particular job but, when party politics are placed above these considerations, then membership on the commission is a waste of time. Now, let us look at the record.

One of the men you recommended for appointment is Mr. Miller Freeman. There is probably no one on the Pacific coast who is better qualified for dealing with fisheries problems than Mr. Freeman. The fact that he had agreed to accept the appointment if offered had great influence on my consent to serve if appointed. Mr. Freeman is a registered Republican and, notwithstanding his approval by two departments of the Government, he was not acceptable. I am a registered Democrat but for many years have been out of step with the party's policies. My name was processed through the Democratic National Committee and was submitted to the Democratic National Committeeman for Oregon for recommendation. He in turn sought an interview with me to determine whether or not he would recommend me for appointment. In other words, my sole qualification for membership on the commission depended upon my standing with the state Democratic organization.

Where appointments are made on the basis of party regularity, the same influence which procured the appointments will be brought to bear on the commission's actions. The problems with which the commission will deal are technical in nature and not political and these problems can never be handled if politics enter the picture.

It is immaterial whether or not I am a member of the commission and my refusal to serve is not governed by any personal feeling. It is simply that I cannot become a party to a system that is reaching out to place all governmental functions in the absolute control of one party organization.

With best personal regards,

JCV:v *John C. Veatch.*

February 3, 1950
124 West Fourth St.,
Los Angeles 13, California

Dr. W. M. Chapman
Assistant for Fisheries to Under Secretary of State
Washington, D. C.

Dear Dr. Chapman:

The news that reached me last night that opposition had developed to my appointment on the Tuna Commission from a partisan political standpoint has caused me to at once notify you to withdraw my name.

For the record I feel that I should emphasize:

1. I did not seek the position.

2. On the invitation being extended through you I stated I would accept with the understanding that my services would only extend during the the first year, to assist in organizing the Commission and in initiating its research work.

3. I particularly requested that a thorough check be made among the leaders and the various associations of management and labor in the American tuna fisheries. From my conversation with you in November I judged this had been done.

4. I also recommended that you inform the Senators and Representatives of the Pacific Coast that my name was being considered, and which I concluded had been done.

5. On his recent visit to Seattle Senator Magnuson called me on the phone, stating he had been asked to give his views as to whether my appointment was agreeable to him. He asked me whether I wanted it. I replied that I had been requested to serve, and that I had agreed to accept, if offered, for the brief period required to organize the commission.

In the meantime the news had been spread along the Coast that I would be named. I had prepared to set aside the next two months for the purpose of joining in setting up the Commission and launching the research work.

If the question of my selection is to be decided on a partisan political basis I would not under any circumstances even allow my name to be considered. Nor would I want to embarrass you. Therefore please take the necessary steps to withdraw my name without delay.

Sincerely,

Miller Freeman.

Los Angeles, Calif.
Feb. 8, 1950

Hon. Oscar Chapman,
Secretary of the Interior,
Washington, D. C.

Dear Mr. Chapman:

Some months ago I was invited by the State Department to accept a place on the Tuna Commission. I replied that I would do so provided that on inquiry it would be found that my nomination would be agreeable to the Administration. I was informed this would be done.

As late as Jan. 11th I received word that you had addressed a letter to the White House saying how pleased the Department of the Interior was to concur in the Department of State's views on Tuna Commissioners and thought it fortunate to have four public-spirited and able men as Freeman, Veatch, Payne and James to serve.

Only on Feb. 2 did I learn that my name was being opposed at the White House on partisan political grounds. I thereupon wrote a letter to Dr. W. M. Chapman, Assistant for Fisheries to the Under Secretary of State to withdraw my name, copy of which letter is attached, and which presents for your enlightenment a statement of facts in the matter.

This disposes of the matter so far as I am concerned.

It makes a mockery of the vaunted bi-partisan foreign policy of the United States government.

Very truly yours,

Miller Freeman.

Alaska Jurisdictional Conflict Compromised by Seniority Hiring

Jurisdictional paralysis which tied up the Alaska salmon canning industry's seasonal preparations through May and into June appeared at presstime to be corrected by compromise which in effect postponed decision in the jurisdictional struggle.

The riddle resulting from tangled affairs of competing had not been solved, but the unions and the industry gave a little here and a little there to permit operation of the canneries without a victory for any faction, and pending elections to determine which union would be bargaining agent for the non-resident Alaska cannery labor.

As this issue closed, Bristol Bay canneries were hiring their crews through an industry-operated hiring hall, where the men were signed on strictly on the basis of seniority and prior employment, and without regard to union affiliations.

Union Elections Planned

At that time it was expected that the National Labor Relations Board would announce procedure by which the cannery employes would express their union preference.

As only employes are entitled to vote in such an election, balloting necessarily would have to follow hiring of the men and the individual's medical qualification.

It was understood that the N. L. R. B. election was to be on a four-point question: Preference for a C. I. O. union, an I. L. W. U. union, an A. F. of L. union, or no union.

In the event that no one of these alternatives received a majority of the vote cast, a subsequent run-off election would be held in advance of the 1951 season to determine which would be the bargaining agency.

Break in the stalemate which paralyzed the industry's preparations came following court action of the N. L. R. B. which held invalid the contract between the Alaska Salmon Industry, Inc., and Local 77, C. I. O. As result of this court action, the Industry signed a contract with Local 7-C, I. L. W. U., providing that non-resident cannery labor be hired on a seniority basis through an independently-operated hiring hall.

First proposal was that the hall be operated under direction of I. A. Sandvigen of the Machinists' union. He subsequently declined, and an effort was made to operate it under the Washington state labor department. The C. I. O. objected to this procedure, but all factions agreed tentatively to operation of the hall by the Industry itself.

This was being done satisfactorily at presstime.

Other Difficulties Smoothed

Apparent settlement of the non-resident cannery labor jurisdictional struggle by the compromise route did not wholly clear the way for operations in western Alaska, where the close approach of the season made the situation critical.

It was still necessary to arrange a contract with Local 46, I. F. A. W. A., for the resident Alaskan native workers on Bristol Bay. Such a contract was closed within a few days on a basis designed to give them parity with non-resident workers.

Another hitch delayed operations along the Alaska Peninsula and resulted in some loss of fishing time. This was a dispute with Local 3, I. F. A. W. A., composed of purse seine fishermen serving four canneries; and was finally resolved June 8.

At presstime the Alaska salmon canning channel seemed clear, except for some uncertainty as to the attitude of unions chartered by C. I. O. replacing organizations formerly affiliated with that national organization.

Following alliance of Local 46 with I. L. W. U., some of its members were reported to have determined to disaffiliate with I. F. A. W. A. and I. L. W. U., and asked a C. I. O. charter. This was granted under designation of Bristol Bay Resident Cannery Workers, Local 46, C. I. O.

Earliest Alaska Salmon Fishing is Satisfactory

Flush fishing on the Copper River, following the loss of the first three weeks of the season in a price dispute, served to produce the best Sockeye pack yielded by that stream in a number of years.

Fishing began May 22, and was better-than-average from the start. Operations were closely concentrated and the volume of fish available pressed packing facilities, with the result that a larger percentage than usual of the Sockeye pack went into tall cans.

Kings were scarce in the early catches, and dwindled in numbers as the season advanced. Thus it became evident that the price dispute had permitted much of the Copper River Chinook run to pass unfished.

Early operations on Cook Inlet found competition particularly keen for Kings, with the run normal for this least volatile of Alaska districts.

Initial reports from the South Peninsula district said that bright Chums predominated in the early fishing, accounting for about 80% of the initial production. Most of the gear was readly for fishing in this district with the opening, although some of the traps were not driven in time.

Although early reports from Alaska salmon fishing operations were quite favorable, these districts' early output is relatively unimportant volume-wise in relation to the Alaska pack as a whole. Good returns from earliest fishing in the first-opening districts gives no basis for revision of general expectations that the territory's 1950 production will be scant.

Tuna Pack Half-Million Cases Ahead Of 1949 Record in First Six Months

Southern California's tuna industry found itself around 500,000 cases ahead of last year on June 1, with a pack approximately the same as that of July 1, 1949. May proved a tremendous tonnage month, the greatest May in tuna history, with a total of 19,348 tons landed and 829,548 cases packed in both packing districts.

San Diego received 8,802 tons in May, the breakdown being: Yellowfin, 6,031 tons; Skipjack, 2,656, and yellowtail, 115 tons. The production was 381,055 cases, consisting of: 12,-147 cases 48/4; 359,433 of 48/2; 722 of 1 lb.; 1,441 of 4 lb. 12s; and 7,312 cases of 48/2, Tonno.

With fishing reported brisk at practically all banks from the Gulf of California to the Galapagos Islands, hook-and-liners were delivering daily at San Diego in early June. During the first 10 days of June 3,800 more tons were flumed from 20 clippers. Many more were expected before the first half of 1950 was completed. It was believed that by July 31 more than 100 clippers would flume another 20,000 tons. Delivering in May were 104 clippers.

The *Star Crest,* Oakley J. Hall, owner; Skipper Joe Dories, completed her maiden trip from San Diego Marine Construction Company, delivering 180 tons in 78 days to French Sardine Co. For her second trip this clipper switched to Van Camp Sea Food Co.

One of the largest fares of the year was flumed by the *Mary E. Petrich,* Capt. Joe Alves, to Van Camp, approximately 450 tons.

For "local" Mexican banks, fishing for tuna was productive in the Gulf of California, with Guaymas Bay supplying the live bait supplies. To the south the tuna was mostly taken by schooled fish off Nicaragua and Costa Rica, with "porpoise" fishing showing good signs.

ORDER 'TWEEN-TRIPS LAY-UPS

In early June Westgate-Sun Harbor Company issued the letter to its contract tuna fleet:

"We have carefully evaluated not only present conditions existing in the tuna market, but also developments that are occurring principally in that field having to do with the effect of tuna imports upon the domestic structure of canned tuna.

"We are therefore unable at this time to guarantee a price of $310 per ton, Yellowfin, and $290 for Skipjack to vessels leaving port after 12 p. m., June 10, 1950. We will, however, guarantee the above prices to vessels sailing in accordance with the following schedule:

Vessel Tonnage	*Days in Port*
50-100	12
100-150	16
150-200	20
200-250	24
250-300	28
300-350	32
350-400	36
400-500	40

"Days in port shall be calculated from date of the vessel's arrival and tonnage referred to in the different categories indicates the actual tonnage of fish delivered on the previous trip that has been acceptable for packing under the customary conditions."

10,000-Ton Tuna Month Sets New Record at L. A.

Tuna canneries in the Los Angeles-Long Beach harbors district received 10,546 tons during May, probably an all-time record for the northern port. This was accounted for in part by the fact that all clippers usually delivering to High Seas Packing Company, San Diego, were being diverted to French Sardine Company.

The breakdown was: Yellowfin, 7,851 tons; Skipjack, 2,568 and yellowtail, 12 tons. Only imports of raw tuna was 115 tons of Albacore to French Sardine from Japan. Case production for May was 448,493 cases.

No Bluefin at all was delivered by purse seiners in May, leaving the total yield for the year to June 1 at 536 tons. There were signs of the presence of Bluefin in Southern California waters in early June when three, averaging around 25 pounds each were caught by barracuda gillnetters midway between Los Angeles and San Diego.

Purse seining for tuna was mostly confined to the southern areas of the Gulf of California and continued to be better than last year. During May there were 37 deliveries by the net vessels for a total of 3000 tons of Yellowfin; 700 tons of Skipjack.

According to the Fishermen's Cooperative Association of San Pedro, the organization had secured 148 trip licenses for its member vessels to operate in Mexican waters as of June 1. All seiners of the estimated 65-vessel fleet had completed one trip; 13 were on the third voyages to southern banks. Most of the tonnage from seiners was Yellowfin.

In view of the present conditions of cut-price canned tuna imports, packers were not enthusiastic about receiving Skipjack. It was reported some were placing a 10% limit on a fare.

So far this season imports of frozen tuna have been small, although it was reported around 2,000 raw Albacore had been purchased from Japan for delivery to Los Angeles harbor packers. The price, with freight, averaged around $375 per ton.

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7 Canners Sue Producers on Anti-Trust Charge

Seven Southern California canners in June filed federal court action against a group of fishermen's unions and boat owners' associations, charging them with actions in violation of the anti-trust laws.

The suit sought two things:

1. An injunction permanently restraining the unions and associations from what the canners claimed were illegal monopoly practices.

2. Court determination of losses suffered by the canners as result of these practices in the past, and an award of damages tripling this amount.

The seven canning companies participating in the suit are:

Coast Fishing Co., Pan Pacific Fisheries, Inc., South Coast Fisheries, Inc., South Pacific Canning Co., Southern California Fish Corporation, Van Camp Sea Food Co., Inc., and West Coast Packing Corporation.

This includes all of the principal sardine canners of the Los Angeles Harbor area with the exception of California Marine Curing & Packing Co. and French Sardine Co.

Illegal Combination Charged

Defendants in the action brought by the canners are: San Pedro Local 33, International Fishermen and Allied Workers of America; Seine and Line Fishermen's Union, A. F. of L.; Fishermen's Cooperative Association; Federated Boat Owners; C. I. O. Citizens' Committee.

Spokesmen for the defendants professed bewilderment at the action. John Real, manager of the Fishermen's Cooperative Association, a purse seine vessel owners' group, said: "We do not feel that we have ever been in violation of the anti-trust laws."

Anthony Sokolich, secretary of Local 33, I.F.A.W.A., was quoted: "We deeply regret that seven canners in the harbor area have seen fit to sue our union for injunction and damages. Our best efforts have always been for the fishing industry and the community we live in; and we hope this present move will not cause any needless hardship on our members or the community."

The seven canners' suit was filed by Arch E. Ekdale, and alleged that Local 33 of I.F.A.W.A. is not in fact a labor union because of overlapping memberships in the Federated Boat Owners Association and the Fishermen's Cooperative Association. It charges that the union has tried to "capture" control of the industry by forcing the signing of illegal price-fixing contracts, by establishing a boat owners' pool, and by preventing canneries from buying fish outside the pool.

Action Deemed Independent

Although the canners' suit against the fishermen's groups follows close on the heels of the United States supreme court's refusal to review the conviction of I.F.A.W.A. officers and members on criminal charges of violating the anti-trust laws, it does not appear to stem directly from that fundamental case; although of course some of the legal points sustained by the Supreme Court's action evidently are relied upon by canners' counsel to support their cause.

Neither are there grounds for assuming that the canners' suit is directly connected with the current investigation of transactions in the the Southern California fishing industry. It is known from the subpoenas uttered that a Los Angeles federal grand jury under the direction of William C. Dixon of the Department of Justice is studying past transactions and negotiations in the fishing industry of that region.

Piece Work Sardine Fishing?

Something new in the form of a fishing agreement was being proposed at presstime in the Los Angeles Harbor sardine-mackerel fishing industry.

Local 33, I.F.A.W.A., was seeking to establish payment for sardine fishermen on a piece-work basis, instead of a share basis.

The union has been beset by charges that it seeks to control the price of fish; and by a Supreme Court decision holding that share fishermen are independent operators and not entitled to exemption from application of the anti-trust laws.

Current proposal is being made by the union to boat owners.

It would set up three classes of vessels, and would establish rates to be paid per man, per ton in each class. In the proposal as originally submitted, these would range from $2.95 in Class I to $1.65 per ton in Class III.

Each class of vessel would have a tonnage catch limit. Basic rates would be paid on the catch below that limit; and "overtime" pay of rate-and-a-half for all tonnage above the limit catch.

"Non-fishing" work before and after the season would be paid at the base rate of $2 per hour.

Boat owners would donate 50c per ton taken to the Local 33 "welfare fund."

The boat's crew would pay the grocery bill, but no other charges connected with the fishing operation.

Westgate-Sun Harbor Sardine Plant a Model

Sale of the Sun Harbor Packing Co.'s Monterey sardine cannery to the Westgate-Sun Harbor Co., saw a large-scale program to improve the facilities inaugurated.

The main cannery floor is being completely remodeled. Three old, double-deck, chain-drive pre-cookers have been ripped out, and are to be replaced by new draper belt-type pre-cookers, being fabricated by Ray Bentley, Universal Canning Machinery Co., who also is in charge of engineering the improvements at the plant.

Automatic packing machines are being purchased from the Neptune Process Machinery Co., and will be in place when the season starts.

During the 1949-50 season, one cutting machine was converted by Mr. Bentley to use a new-type eviscerator valve developed by Max Kuther. Operation of this machine was so successful that five additional machines are being equipped by Leo Dorman, and one completely new machine will be built.

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Sweeping Changes Bring P.O.F.I. In Line With Tuna Industry's View

Sweeping organizational changes in the Pacific Oceanic Fishery Investigation — changes which will bring the functions of that federal enterprise more closely in line with the recommendations of the tuna industry — were completed about the end of June.

Although they were decided upon in Washington during the spring, and were communicated privately to the tuna industry advisory committee by O. E. Sette, POFI director, May 12, no public announcement of the changes was made until they became evident in June with the transfer of personnel.

The May issue of PACIFIC FISHERMAN disclosed that the tuna industry advisory committee, after carefully studying the program, had reaffirmed the industry's recommendations that the Pacific Oceanic Fishery Investigations be devoted primarily to research in the biological and oceanographic sciences, supplemented by exploratory fishing. Discontinuance of the technological division of the enterprise was recommended.

Under the organizational changes the three "parallel" sections (1. Biology and Oceanography; 2. Technology; 3. Exploratory and Experimental Fishing) are being discontinued and two "in-line" sections are being substituted.

These new sections are: Research and Development, responsible for overall planning, research and reporting; and Operations, which will execute the plans as they involve fishing operations of the vessels and the construction of fishing gear. Technological operations are completely suspended.

Although Fish and Wildlife Service headquarters in Washington does not say so, there appears reason to conclude that the division of responsibility for POFI between the Branch of Commercial Fisheries, headed by A. W. Anderson, and the Branch of Fishery Biology, headed by L. A. Walford, has been resolved in favor of the latter.

Among the principal personnel changes resulting from the reorganization are these:

Fred Johnson, POFI assistant director, is returning to Washington to resume his former position as assistant director of the Branch of Commercial Fisheries.

Carl B. Carlson, who was chief of the POFI section on exploratory and experimental fishing, has been transferred to College Park, Md.

Charles Butler, who was chief of the POFI technological section, has been shifted to Washington.

In the reorganized structure of POFI, M. B. Schaefer will head the Research and Development section and John Edwards the Operations Section.

In outlining the broad program for summer operations, Mr. Sette speaks of the encouraging results developed by February work at Canton Island and says it is planned to have all three POFI vessels — *Hugh H. Smith, Henry O'Malley* and *J. R. Manning* — make a thorough biological, oceanographic and fishing survey in the vicinity of Canton Island. In the fall a similar concentrated operation will center on the Line Islands. Mr. Sette concludes: "Through all this work, biologists will be on any or all three vessels as required to take every advantage of opportunities to get needed biological data. *This indicates the direction our thinking is now taking us.*"

Tuna Seas to Equator Opened to Jap Fleet

Japanese fishermen now have Western Pacific open to them as far south as the Equator, including the waters surrounding the Marianas, Carolines and Marshall Islands.

In the announcement of this sweeping release of the Japanese fishing fleets into the great area from which they produced so much of their tuna in pre-war days, it was pointed out that General MacArthur was retaining three checks on the activities of the Japanese in those waters:

1. Japanese fishing vessels would not be permitted to approach closer than three miles off the coast of any land not actually under Japanese administrative control. (In other words, no landings; no in-shore bait fishing; no re-supplying.)

2. Japanese fishing expeditions to these waters will have to be authorized by SCAP, giving that agency specific control over all such operations.

3. SCAP representatives "will accompany each fleet to insure that Japanese fishing expeditions do not violate international fishing regulations."

The announcement refers to the fact that SCAP will authorize tuna expeditions "similar to the Antarctic whaling expeditions." This is taken as hinting at large-scale mothership operations similar to those conducted for whales.

It already has been estimated that Japan in 1950 will produce and have available for export to the United States 500,000 cases of canned tuna, plus 3,000 metric tons of frozen tuna.

Informed sources in Washington believe that this extension of Japanese fishing waters to the Equator will necessitate sharp upward revision of these estimates of Japanese production for 1950.

First Albacore Landed In Calif. June 12th

The 1950 Albacore season's first fish, so far as reports received by this journal to presstime indicate, was landed at Terminal Island, Calif., June 12 by *Victoria,* skippered by Walt Smith. Weight was approximately 12 pounds.

Bell Adds Smoker

Bell Smoked Fish Co., Fishermen's Wharf, San Francisco, Joe Tarantino, managing partner, is installing a new modern smoke oven, for smoking salmon and other types of fish.

Wallace Realini, from the University of California, has been retained by the Bell Smoked Fish Co. as chemist and food technologist.

UNION PACIFIC RAILROAD

Look for the Trade Mark

The Union Pacific shield—the railroad's trademark—is a shining symbol of a transportation service which has been constantly improved throughout a period of more than eighty years.

As a result, the Union Pacific is today one of the most financially sound companies in America with more than 58,000 stockholders. Dividends have been paid, without interruption, for over fifty years.

Travelers, shippers, and investors have faith in Union Pacific as a dependable carrier of passengers and freight. We thank them for their confidence and patronage.

Sebastodes alutus--

"PACIFIC PERCH"

Can Be the Key to Trawl Fleet Prosperity

Revival of Pacific trawling — which has been depressed by imports of foreign fillets — is believed by a number of Pacific Northwest operators to hinge on the reply of the U. S. Food and Drug Administration to a request filed in May by more than 70 North Pacific filleters, asking permission to market a brand-new Pacific trawl fish product as "Pacific Perch."

The fish in question is *Sebastodes alutus,* sometimes known among fishermen as the "long-jawed rockfish." It is one of the numerous members of the rockfish genus, and has been known to science since 1890; but has never before entered the commercial catch because it inhabits deeper waters than have hitherto been worked by Pacific trawlers.

In recent years draggers on this coast have perfected equipment and methods which have enabled them to fish much deeper than before — and in doing so they found substantial populations of this rockfish, never before seen in quantity sufficient to support a fishery.

New Fish Rated High

Not only was the abundance of the population of commercial interest, but trial of the fish proved it to be a decidedly attractive item — very different, and much superior, to the many shallow-water forms of rockfish which has been utilized by the industry for years.

From the commercial standpoint one of the most striking features of *Sebastodes alutus* is its similarity to to *Sebastes marinus,* the tremendously productive Rosefish of the North Atlantic, one of the most abundant and important of all American varieties. Both of the species are carmine red in color, and are outwardly of identical form. Scientists find a distinction between them in the number of dorsal spines, *Sebastodes alutus* having two spines less than *Sebastes marinus.* Otherwise identical.

The difference between *Sebastodes alutus* and the other Pacific rockfishes which have been marketed commercially in the past is vastly greater than between this newcomer and the Atlantic Rosefish.

F.D.A. Permits Rosefish To Be Labelled "Perch"

Trade nomenclature in the case of *Sebastes marinus* has passed through some interesting phases. When the fish first came into popularity in the early 1930s it was marketed as "Ocean Perch," and as such it became generally known and achieved wide consumer acceptance.

Then Food and Drug Administration acted to forbid its being so labelled in interstate commerce — holding that *Sebastes marinus* actually was not a perch. The industry sought without much success to market the fish as "Rosefish," but this proved a great handicap. The public had come to look upon small ocean fish of this type as "Perch," and wanted them so labelled.

After some years the Food and Drug Administration revised its position to hold that, inasmuch as trade and consumer acceptance of "Ocean Perch" was well demon-

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FOODS OF THE SEA
Fine, full-color repro-
ductions that look good
enough to eat, by
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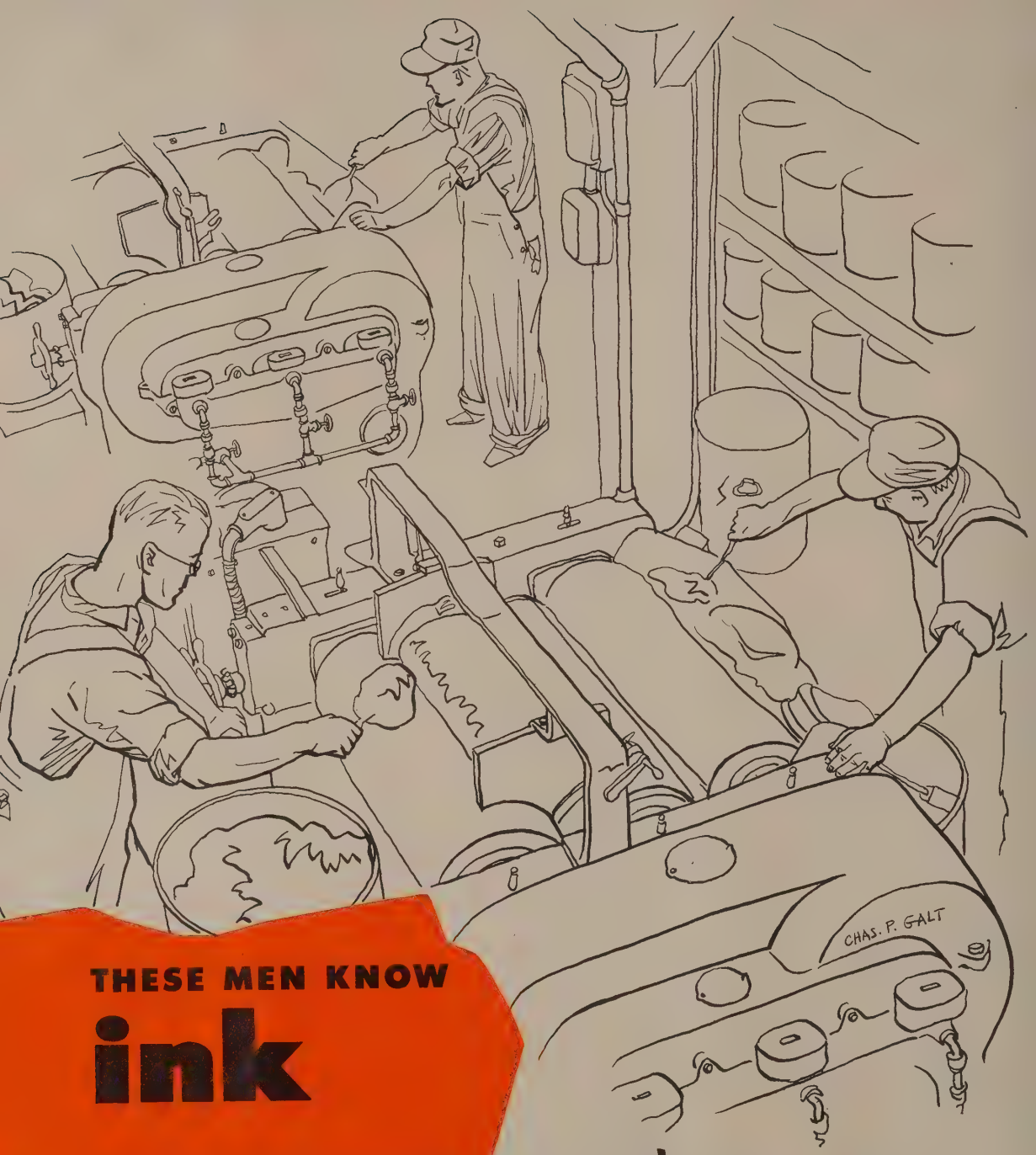
LITHOGRAPH COMPANY
SAN FRANCISCO • LOS ANGELES



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Ink is an important element in the production of fine lithography. To insure uniformity of working quality, exactness in reproduction, and permanence of color, we mix and grind our own inks. Result: uniformly superb quality in the work we do for you.

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strated, labelling as such would again be permitted.

When Pacific filleters first started to utilize *Sebastodes alutus* about a year ago, they felt justified in labelling it "Ocean Perch" because of its close similarity to the Atlantic Rosefish, which was permitted to be so labelled.

"Pacific Perch" Proposed

This spring the Food and Drug Administration seized such a shipment of *"Sebastodes alutus"* on the ground that it was misbranded.

The Pacific fillet industry in May filed a letter with Food and Drug Administration, asking permission to market *Sebastodes alutus* under the name "Pacific Perch."

The letter concludes:

"We believe that this name would plainly distinguish this product from fillets bearing the name 'Ocean Perch' and would obviate any consumer deception.

"While neither of the species of fish mentioned is truly of the 'Perch' genus, in view of the fact that one species has been marketed as 'Perch' for a number of years, we believe that the other species, so closely allied that only a scientific examination reveals any difference, should be permitted to go into the market under a name which, while denoting its general similarity, also plainly indicates its particular origin.

"The name 'Pacific Perch' is acceptable to the industry and, if permission is granted for use of this name in marketing this product, we believe that an industry of major importance can be developed in this area, giving employment to several thousand fishermen and shoreworkers."

The 70-odd fishery operators sending this letter to the Food and Drug Administration hailed from Bellingham, Seattle, Astoria, Warrenton, Portland, Newport, Fort Bragg, Eureka, San Francisco, Oakland, Los Angeles and Coos Bay.

Opinion of the industry as to the importance of this new development in the Pacific trawl fishery is based on the high quality of the fillets cut from *Sebastodes alutus,* the ready and enthusiastic consumer acceptance in markets where the fillets have been offered.

The flesh of the Pacific variety is distinguishable from that of "Ocean Perch" only by technological examination, and "Ocean Perch" is believed to be the most widely consumed fresh fish in the United States.

Ocean Perch--*Sebastes Marinus* -- Rosefish

This is the Atlantic "Rosefish," marketed in fillet form as "Ocean Perch" under permission of the Food and Drug Administration. The only detectable distinction between this fish and that for which the designation "Pacific Perch" is asked is two more dorsal spines in the Atlantic variety.

Fish Price Subsidies Proposed in Congress

Price-support of fishery products is proposed in bills introduced in Congress last month by Senator Magnuson and Representative Jackson of Washington.

Inasmuch as Congress is expected to adjourn shortly, and all legislation not fully enacted will die with adjournment, it is not expected that the bills will be an issue this year.

It would establish a Fisheries Stabilization Corporation with authority to support fish prices at 90% of parity by means of loans, purchases and other means.

The bill somewhat resembles a similar one introduced once before by Senator Magnuson after the International Fishermen and Allied Workers of America asked fish subsidy legislation.

Australian Tuna May Be Competitor Some Day

Australia *could* become a competitive threat to the U. S. tuna industry, already beset by increasing imports from Latin America and the Orient, in the opinion of Earl M. Nielsen, general manager, High Seas Tuna Packing Company, San Diego, who recently returned from a trip through the South Pacific and on to Australia. Throughout the Far East Mr. Nielsen studied the newly developing tuna fishery.

Australian interests already have built two canneries in less than a year and recently have been sending trial shipments to this country. Mr. Nielson also visited with Harold Gatty, head of the South Seas Marine Products, Ltd., which a year or so ago established a tuna cannery on Samoa.

Panamanian Fisheries Project Involves Del Mar

A new corporation, with capital of $687,500 was officially announced at Panama on May 20. At a meeting attended by president of Panama, Dr. Arulfo Arias, it was stated three important enterprises had "arrived at an accord for industrial exploitation of the fisheries of Panama."

Edward David, president, Del Mar Canning Company, Warrenton, Ore., whose plant had been reported sold for re-erecting a fish cannery in Ecuador, was present. Others taking part in the Panama conference included John B. Peyson and Borge Hansen-Moller, General Cement Development Corporation, New York; Gustavo Trius, president, Industries Pesquera Panamenas; and Max Heurtmatte, commercial secretary to the Minister of Agriculture.

MEREDITH FISH COMPANY

SACRAMENTO, CALIF.

QUALITY FISH PRODUCTS SINCE 1893

MEREDITH

MEREDITH

BUYING FROM PACIFIC FISHERMEN

★ CRABS
★ SALMON
★ TUNA
★ SHAD
★ DRAG FISH

MEREDITH

OPERATING PLANTS

★ FORT BRAGG
★ BODEGA BAY
★ SACRAMENTO RIVER

Complete Marine Facilities for Pacific Fishermen.
Fuel, Ice, Groceries, Fresh Water, and Ideal Moorings.

MEREDITH

DISTRIBUTING PACIFIC FISHERY PRODUCTS

To Northern California, Featuring:

★ QUALITY
★ UNEXCELLED SERVICE
★ MERCHANDISING AIDS

MEREDITH MEREDITH MEREDITH MEREDITH MEREDITH MEREDITH MEREDITH MEREDITH

The refrigerated truck fleet of the Meredith Fish Co., Sacramento, which covers the rich central valley of California from Merced on the South to Redding on the north, and from Elko, Nevada, on the east to Vallejo on the west.

MEREDITH MERCHANDISING PUTS

FISH SALES UP 250%

IN LESS THAN ONE YEAR

Convinced that the way to increase consumption of fish is by aggressive and intelligent merchandising, Lloyd Turnacliff in 1949 led the Meredith Fish Co. of Sacramento into such a program.

At the end of a year, he reported that sales had been increased 2.5 times.

The field covered by the old, established Meredith Fish Co. is the Central Valley of California, from Merced on the south to Redding on the north; from Elko, Nevada, on the east to Vallejo on the west.

It was in 1935 that J. Lloyd Turnacliff went to the Meredith business after a long period of training and steady rise through most phases of the fisheries in the Pacific Northwest.

Convinced that the way to move fish is to merchandise it, Mr. Turnacliff became one of the first wholesale fish dealers to use a truck operation to service retail butcher shops on the West Coast for fish. Most certainly it was this type of operation that opened the Central Valley area of California to fresh fish products, and made fresh fish obtainable every day in the year.

Mr. Turnacliff contends: "Fish can be sold on Monday through Saturday by proper display, in-store merchandising, point-of-sales material and cooperative advertising with the retailer."

His slogan within the plant is: "Fish is not sold until it is eaten," and follows through for constant checks on quality.

Start Made In May, 1949

In May, 1949, Mr. Turnacliff's plans for the aggressive merchandising were complete and he obtained the services of A. J. Gaglia as sales manager. His background in food merchandising includes service with General Foods in the production department; frozen food distribution, working for Southern Dairies; with the Navy Supply Corps in procurement; with the Pick-in-Time Frozen Food Co., Los Angeles as the merchandising manager, and as sales manager for the 11 western states for Snow Crop Marketers, Inc.

A third member of the Meredith merchandising team is Tom Porta, in charge of city operations.

Mr. Turnacliff's ideas on merchandising fish came to a head after the war when he found that once more he had to *sell* fish.

He decided on a campaign of "in-store" merchandising, based on working direct with the store manager on a definite obligation to *prove* that he could make fish a source of greater profit, in exchange for space and cooperation on his part.

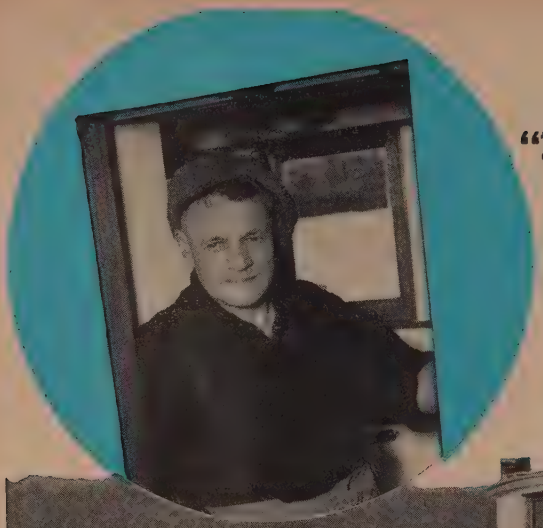
They started last year with summer fish and shell fish. Clever, colored mimeographed bulletins were sent to all accounts. One showed a clock with hands pointed to all hours and said: "Now is the time to follow up with crab meat. Suggest crab salad, crab cocktail, the ever-popular crab Louie as a satisfying, nourishing and refreshing item during these warm weather days. Repeat with crab meat."

They also provided restaurants and clubs with menus and table tent cards which immediately resulted in greater sales. Point-of-sale advertising such as streamers, and placards were placed in retail stores. The store manager was encouraged to sell crab meat in small units, that is, instead of selling it by the pound, it was merchandised at a retail price per 4 ounces. This small unit immediately boosted total sales.

The Ocean Perch Campaign

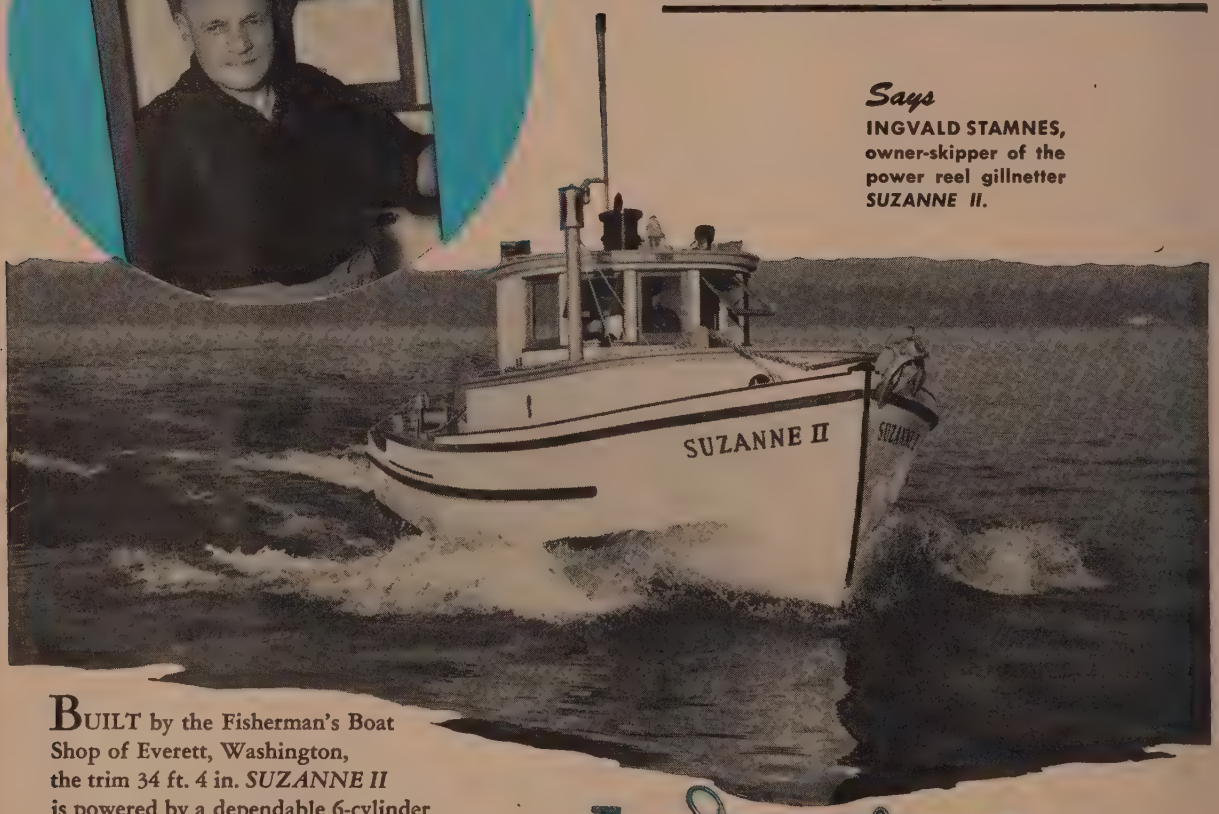
One of the most successful campaigns last summer was that on Red Ocean Perch, which it obtained in August, 1949, from the Yaquina Bay Fish Co., a Newport, Ore., firm related to Meredith Fish Co.

The method of introduction was to advise the trade of the already established consumer acceptance of perch, and in many instances the Company preceded the sale of this item by placing samples with leading buyers, principally in retail outlets. The trade was bulletined. One such



"Nordberg Engines are fine—can't be any better . . ."

Says
INGVALD STAMNES, owner-skipper of the power reel gillnetter *SUZANNE II.*



BUILT by the Fisherman's Boat Shop of Everett, Washington, the trim 34 ft. 4 in. *SUZANNE II* is powered by a dependable 6-cylinder Nordberg Gasoline Marine Engine Model 320, with 2.44:1 reduction gear . . . ample power to swing a 24" x 24" wheel at a top speed of 10 knots.

Captain Stamnes, like other skippers who have installed Nordbergs as original or replacement power, is highly pleased with the performance of his rugged engine . and with the service he gets from his local Nordberg marine representative.

Why not investigate the advantages of Nordberg engines? See your nearest representative or write for BULLETIN 143B.

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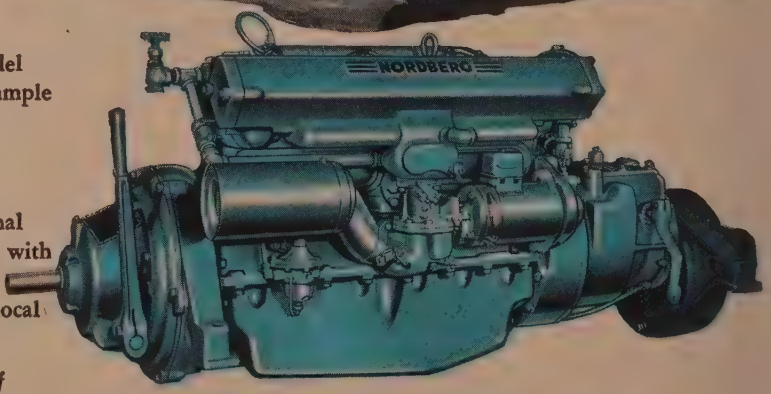

NORDBERG GASOLINE MARINE ENGINES are full 7 main bearing heavy-duty marine engines for rugged service. Built in three 6-cylinder models, up to 135 H.P. at 3000 R.P.M. for direct drive or with 1.88, 2.44, 3.32 and 4.12 reduction gear ratios. Available with sturdy front end clutch power take-off, and with STA-NU-TRAL CLUTCHES.

G249

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NORDBERG

NORDBERG MACHINERY

DIESEL and GASOLINE ENGINES

bulletin showed a fish in boxing attire, and an announcer at the mike: "Introducing from the cool blue waters of the vast Pacific, this week's contender and champion for the World's Fish Title—Fresh Red Perch fillets this week only, 34c per pound. Feature Red Perch Fillets in your market and on your menus. Note: Less 2c when ordered by the full box—25 pounds."

Within a six-week period Red Perch fillets surpassed all fresh fillets, except sole, which led by a scant margin.

This Ocean Perch fillet was also packed frozen, with cellophane wrap. Tests showed that best sales came when the fillets were packed with the bright red skin out.

The merchandising aspects of Red Ocean Perch on which the campaign was based were:

1. Four servings to the pound.
2. Appetizing color — a delicate rose.
3. Distinctive taste qualities.

The Meredith Fish Co. publicized these points in newspaper advertising along with dealer tie-in advertisements.

A. J. Gaglia, sales manager, left, points out to J. Lloyd Turnacliff, head of the Meredith Fish Co., some of the points of a 1-lb. consumer package of frozen fish.

Fixing "Meredith" Solidly With Consumer and Trade

The next phase of the Meredith merchandising program was to get recognition for the name "Meredith." It was decided to develop a distinctive trade mark that would make the name synonymous with fish, and fish synonymous with "Meredith." From artists' sketches was chosen a small fish at the side of a reverse block with a rolling water effect and the name "Meredith" standing out in white.

In October, 1949, the company carried large advertisements featuring Meredith brand oysters and Red Ocean Perch in the leading papers of the area. Meredith advertising policy lists retail outlets in all larger newspaper advertising.

A number of things were to be accomplished by this newspaper campaign.

1. Awaken consumers to the start of oyster season.
2. Advertise a retail price.
3. Listing of all Meredith dealers in the 19 northern California counties where Meredith Fish Co. products were available.
4. Introduction of the Meredith label — "sign of quality fish products."
5. Nearly unanimous dealer tie-in advertising using the Meredith label and the retail price.

This was followed up with reprints of the advertisements as point-of-sale pieces, and the company inaugurated a "dump" display in key traffic stores. The display uses a tank 3′ x 1½′ x 1½′ with a drain. It is filled with chopped ice and pints of oysters are placed in it, the "dumps" being in aisle spaces or between "gondolas."

This program increased the sales of oysters 142% and developed a rate of sale which has remained consistent to date.

Continuous advertising with smaller space was used to maintain interest in oysters throughout the oyster selling season, and oysters were again aggressively merchandised during the holiday season, featuring oysters for turkey dressing. Crab for cocktails, and shrimp were also featured, with menus also a part of the advertisement.

1950 Special Lenten Campaign

In order to efficiently merchandise, advertise and sell fish and fish products during the Lenten season, an appropriation was set up for a 10-week period of extensive advertising and merchandising, based on a recipe program designed for consumer education, creation of consumer demand, and featuring recipes stressing ease of preparation.

Quick, easy menus were used, and a fictitious character, an attractive housewife called "Merry Meredith," was depicted preparing the menus.

Along with its advertising, Meredith utilized reprints of the advertisements as point-of-sale advertising. Window streamers and banners were installed in stores, and liberal use was made of recipe holders, for counters and recipes and menu folders were all placed and given away free.

Overcoming Dealer Resistance

Realizing that merchants generally dislike handling fish, Meredith developed a four-point program to overcome dealer prejudice on the basis of:

1. Quality, plus convenience.
2. Competitive price.
3. Proven movement.
4. Profit.

In order to accomplish this, it was found necessary to offer fishery products in such a manner so that they would practically handle themselves.

Meredith Fish Co. now slices and packages in 15-pound net weight cartons frozen halibut, salmon and swordfish steaks. This is for convenience to the dealer, eliminating trim and manual labor. At the same time packaged goods establish a definite cost price to the dealer, and definite profit on the basis of net saleable merchandise.

The grading, slicing and packaging of the fish is in the charge of Emil Saccani, who with Leo Koch work as a team to see that all packaged merchandise is of top quality, and that inventory stocks are in keeping with the rate of sale, so that merchandise will assure satisfaction.

Sales personnel of the Meredith Fish Co. were instructed in display and merchandise appeal, and in many instances they will actually

SINCE 1895

KELLEY-CLARKE COMPANY

AMERICAN BUILDING ◆ SEATTLE 4

Selling Agents

ALL VARIETIES

CANNED SALMON

HAWAIIAN TUNA

dress a customer's fish case with the thought in mind that "presentation means sales."

The Self-Service Treatment

For the self-service type of market, where pre-packaged food is featured, the Meredith sales personnel were shown how to pre-package, weigh-out, and display pre-packaged fish for self-service.

Through its study of self-service stores, Meredith reached conclusions with respect to pre-packaged fresh fish sales through self-service outlets as follows:

1. Packages must be uniform.

2. Eight to 12 ounces is the most acceptable sales package.

3. Packages must be small, because the small unit-cost produces greater total sales.

4. Packages should allow the greatest amount of visibility.

5. The use of M.S.T. DuPont moisture-resistant, waterproof and self-breathing cellophane was found advisable.

6. Appeal was added to the package by a slice of lemon and a sprig of parsley.

7. Certain items seemed natural for multiple sales, such as Columbia River Smelt pre-packaged in 2-pound units, and sold at a "two for" price.

Guessing Contests Effective

One of the most successful merchandising aids used by Meredith is a guessing contest, customers guessing the weight of a salmon frozen in a block of ice, or guessing the number of small live fish swimming in a bowl.

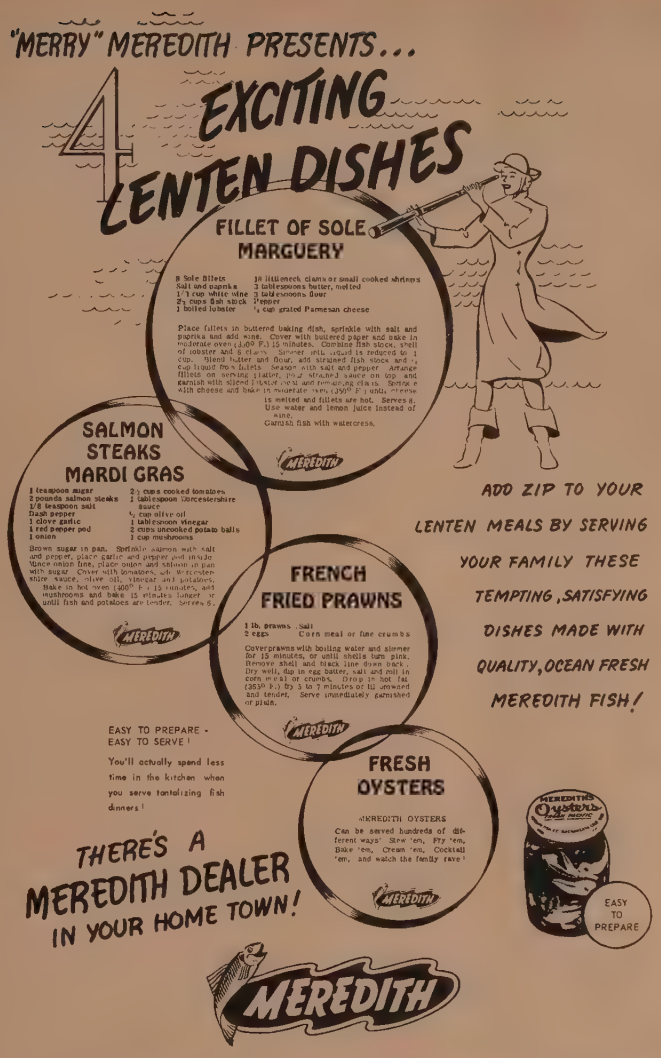
Also, Meredith has utilized green ice and "Gilhooly" fish fillets direct from Ireland for St. Patrick's Day.

In the guessing contests Meredith provides the material for the contest and the dealers furnish the prizes. In a guessing contest each contestant lists name, address and phone number. This provides the dealer with a complete mailing list, and also the dealer can tell from where he is pulling his customers.

10 Trucks In Fleet

All told, the Meredith Fish Co. utilizes a fleet of 10 refrigerated trucks to cover its territory. Supervised by Frank Gianotti, half of these 10 trucks are actually engaged in the service type of operations, and the remainder are used in advance selling.

The Meredith Fish Co. has its own


"MERRY" MEREDITH PRESENTS...
4 EXCITING LENTEN DISHES
FILLET OF SOLE MARGUERY
SALMON STEAKS MARDI GRAS
FRENCH FRIED PRAWNS
FRESH OYSTERS
ADD ZIP TO YOUR LENTEN MEALS BY SERVING YOUR FAMILY THESE TEMPTING, SATISFYING DISHES MADE WITH QUALITY, OCEAN FRESH MEREDITH FISH!
EASY TO PREPARE - EASY TO SERVE!
You'll actually spend less time in the kitchen when you serve tantalizing fish dinners!
THERE'S A MEREDITH DEALER IN YOUR HOME TOWN!
EASY TO PREPARE
MEREDITH

Here's an example of Meredith newspaper advertising, published in key newspapers with a list of all Meredith retail outlets in the company's trade territory.

fish receiving and processing stations at Rio Vista, Bodega Bay and Fort Bragg.

The station at Rio Vista is primarily engaged in the receiving and dressing of Sacramento River Chinook salmon, shad and catfish under the direction of Jack Aiello.

The Bodega Bay and Fort Bragg stations are under the supervision of Frank Lucido and Bill West and primarily receive troll salmon, trawl fish and crabs. Bodega Bay is the main crab-producing station for Meredith.

Cartoned Vacuum Can For Packing Frozen Crab

Realizing the firm progress frozen packaged fish is making, Meredith Fish Co. is now preparing to pack a consumer-type package of frozen crab meat vacuum sealed in a 4-ounce can with 4-color fiber carton over-wrap.

Besides being a notable factor in the distribution of fresh fish and fillets, Meredith is now carrying on exhaustive observations and tests within its marketing area concerning the one-pound quick frozen consumer-type package, so the company will be prepared to follow what now appears to be the national trend in fish marketing.

Sum It Up So

As an overall summary of the Meredith Fish Company's program, it may be said that *Advertising* of fish products is necessary to: (1) stimulate consumer demand, and

A typical fresh and cured fish display installed in a food market by the merchandising staff of the Meredith Fish Co., Sacramento. Notice that all the products are pre-packaged, in consumer-size packages.

(2) stimulate dealer enthusiasm at the retail level.

At this point it is the function of the *Sales* department to get placement and representation of product; and the follow-through is with in-store *Merchandising* where the techniques of eye-catching appealing displays, representation of product and ever-complete follow up with all types of point-of-sale material develop the end accomplishment — *Movement* of fish products to the consumer.

Lloyd Turnacliff sums up this conviction of the importance of follow-up in these words: "Don't walk away from your customer after you have sold him. Help him sell the consumer. *She* is the real buyer."

THE CANADIAN FISHING CO. MAKES S. M. ROSENBERG ITS PRESIDENT

Sydney M. Rosenberg in May was elected president and general manager of The Canadian Fishing Co.

He succeeded James S. Eckman, who advanced to the presidency of the company in 1948 following the death of the late A. L. Hager, who had long been head of The Canadian Fishing Co. and also the New England Fish Co.

Upon Mr. Hager's death, Mr. Rosenberg succeeded Mr. Eckman as vice president and general manager; and again succeeded him in the presidency when Mr. Eckman retired in May.

Simultaneously, several other important executive changes were effected. Into the vice-presidency stepped Roger T. Hager, a son of A. L. Hager, who has been prominently identified with the company for several years. Secretary is R. F. Govey.

Sydney M. Rosenberg, advanced to president of The Canadian Fishing Co.

Directors of the company are: George B. McKay, production manager; Thomas K. Milne, chief accountant (both newly elected); Mr. Rosenberg and Mr. Hager, Vancouver; Harald Synnestvedt, Seattle, and Henry H. Goodrich, Astoria, Oregon.

Mr. Rosenberg's first association with the fishing industry was in 1929 with the Everett Packing Co. of Everett, Wash. Mr. Rosenberg was sent up to Vancouver, B. C., to manage the Canadian offce. Two years later the company was reorganized and the Canadian operation became known as the Nootka Packing Co. with a reduction plant near Nootka on the west coast of Vancouver Island and canneries at Masset and Towhill. Aggressively managed by Mr. Rosenberg, the company grew rapidly and by 1937 was engaged in a major expansion move that resulted in formation of the Nootka-Bamfield Packing Co., with a cannery at Port Albion and additional plants. The size of its fleet, scope of shore activities and volume of business made it one of the top companies in British Columbia's fishing industry.

Nootka-Bamfield Packing Co. was purchased in 1945 by The Canadian Fishing Co., which thereby gained strategically located shore plants, a first-rate fleet of vessels and experienced personnel, including Mr. Rosenberg, who joined the executive staff of Canfisco.

Mr. Eckman joined The Canadian Fishing Co. in 1917 when it operated only two plants. Previously he had gained broad experience in Great Lakes and inland fisheries. As a young man he had joined the Booth Fisheries Co. in the United States and then moved to Port Arthur, where he operated a fleet of boats on Lake Superior, followed by seven years with the lake fishery in Manitoba.

Throughout his career with The Canadian Fishing Co. he had been in an executive capacity, and his administrative ability and standing in the industry were recognized by the Canadian Manufacturers Association, British Columbia Division, and by the Fisheries Council of Canada, both of which he served as president.

He had also been vice president of Atlin Fisheries and of The Doty Fish Co., affiliates of The Canadian Fishing Co. and the New England Fish Co.

Geo. A. Mendes Moves

After 35 years in their old offices at 1 Hudson St., New York City, George A. Mendes & Co. have moved to 225 Broadway, where their new telephone number is WOrth 2-2820.

For more than a hundred years men who fish America's seas and inland waters have trusted Gold Medal Netting. Ask your supplier, ask other net-wise friends—they'll all tell you "Gold Medal is the kind to buy —it's got what it takes!"

GOLD MEDAL NETTING

means controlled production in our own plants, from the bale of cotton to the finished netting. This is your assurance of dependable quality.

GOLD MEDAL
The greatest name in netting

Gold Medal Netting

Makers of Fine Netting for 108 Years

THE LINEN THREAD CO., INC., 116 New Montgomery St., San Francisco 5, Calif.
(Successors to American Net and Twine Company)

Pacific Coaast Distributors: Pacific Marine Supply Co., Seattle ● Oregon Marine Supply Co., Portland and Astoria ● Cincotta Bros., San Francisco and Monterey ● Marine Hardware Co., San Pedro and Terminal Island ● Nuttal-Styris Co., San Diego ● Cia Exportada del Sur, S.A., Guaymas, Sonora, Mexico.

Canadian Representative: Western Leckie Limited, Vancouver, B. C.

GOLD MEDAL SEINE TWINE—For hand-knitting, hanging and mending, get the same high-quality twine that Gold Medal Netting is knit from. Ask for and be sure you get Gold Medal.

Other Netting Products: AN&T Coy Linen Gill Netting, Gold Medal Sea Island Cotton Gill Netting, Barbour's Nylon Netting—Plymouth Rope—A Complete Line of Netting Accessories.

Quality Always

FOR many years, the canned salmon industry has utilized its resources to give consumers a better product, constantly improving production and distribution methods.

Today, the industry offers with pride a consistently fine basic food that is rich in nutritional value, appetite appeal and adaptability to modern mealtime needs.

A one-pound can of salmon contains enough health-building goodness to feed a family of four a delicious, satisfying meal. High in protein content, it boasts many other essential food requirements also. *Canned salmon is actually an economy food!*

All the facilities of Pacific American Fisheries are pledged to continued development of the industry.

PACIFIC AMERICAN FISHERIES, Inc.
South Bellingham, Washington
"Quality Always"

Sales Subsidiary: DEMING & GOULD COMPANY, South Bellingham

"CAPE BEVERLY"—— A Craftsman's Craft

Marked by the rake of her bows and the care and craftsmanship which went into every line and timber of her, *Cape Beverly* went tuna fishing in sub-tropic seas in June.

On her bridge was Capt. Paul Lynn who, with his associates, owns this latest of the long line of proud craft to come from the J. M. Martinac Shipbuilding Corporation yard in Tacoma.

"Joe" Martinac put a lot of his long experience into the vessel, and she shows it in trim lines and smart style, despite her seaworthy sections and 220-ton capacity. Design of *Cape Beverly* was by Arthur De Fever of San Pedro.

Cape Beverly is 113′ long, with 28′ beam, and is powered with a 615-hp. Superior diesel engine. Her auxiliaries are twin 150-hp. General Motors diesels, each turning a 120-kw. generator. The Superior diesel turns a Coolidge wheel on a Monel tailshaft running in a 5¼″ Goodrich rubber bearing.

Her cargo wells with their 220 tons capacity are chilled by three big ice machines, two 5 x 5″ and one 6 x 6″. Besides these, there is a 3 x 3″ to refrigerate ship's stores.

Instrumentation of the vessel is exceptional. She has a Sperry magnetic compass pilot with Sperry electro-magnetic steering system; a Submarine Signal Co. Fathometer, Apelco direction finder, and 500-watt Pacific Electronics radiophone.

Right up with the front-runners in every modern development, *Cape Beverly* is scheduled to carry a small seaplane for scouting bait, and tuna too.

Her accommodations for 15 men are exceptional in their finish and comfort. The master's stateroom, for example, has a complete lavatory and a walk-in clothes closet.

The galley is one of the most complete in the fishing fleet, equipped with a 500 cu. ft. walk-in day box and a 350 cu. ft. walk-in freezer. Drainboards and sink are all of tile; while the galley range is built of stainless steel. Floors are magnesite.

Cape Beverly will deliver her tuna to South Pacific Canning Co., Long Beach, Calif., whose manager, Mel Marsh, counts her a valuable addition to his producers.

Cecil Drake of San Diego represents the owners as agents.

To Freeze Abalone

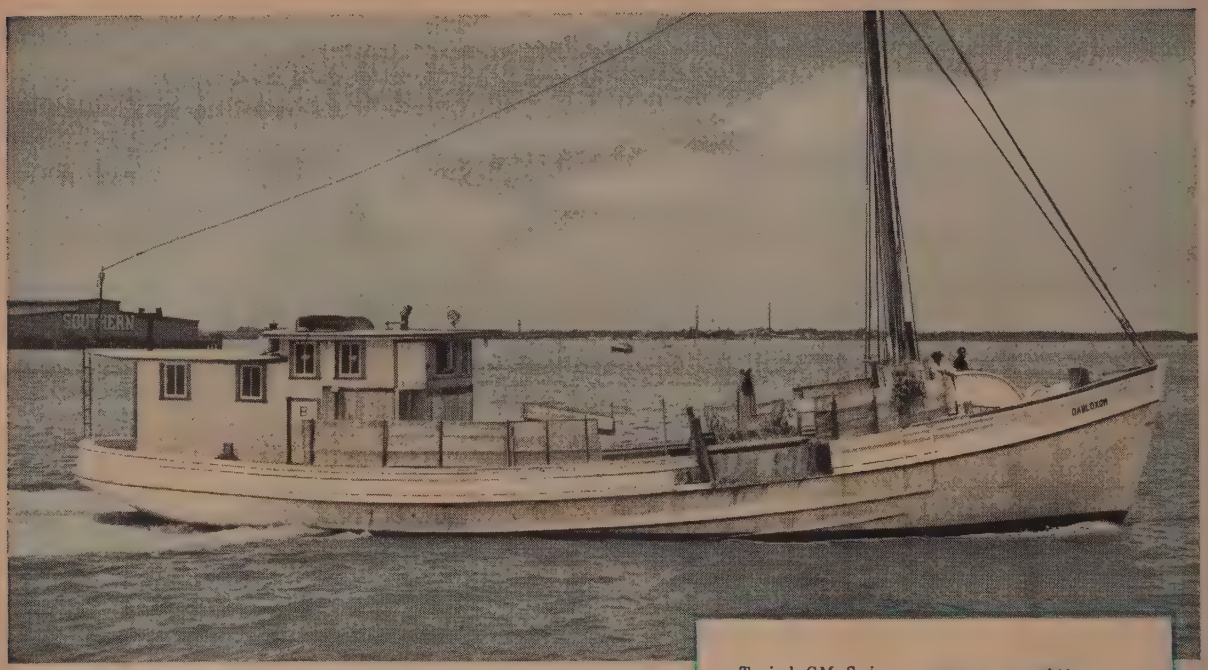
The Pacific Coast Abalone Co., 283 Jefferson street, San Francisco, has been formed for catching, processing and quick freezing of abalone.

W. H. Wedgeworth is president of the company; Clyde A. Sargent, vice-president, and J. B. Wedgeworth, secretary-treasurer.

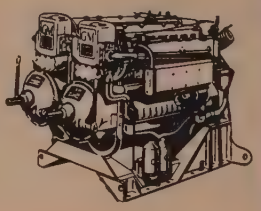
Wilbur-Ellis Adds Frozen Shellfish Lines

Wilbur-Ellis Co., San Francisco, has been appointed West Coast distributor for Vernon Drape scallops.

Wilbur-Ellis Co. is also going to import Australian lobster tails this season.



Typical GM Series 71 Marine Diesel "Twin" ready for installation. GM hydraulically actuated reverse gears. Finger-tip control clutches and individual throttles permit engines to be operated together or singly as desired.



Why Ballard Chose GM Diesel

FISHERMEN know there's no profit in hauling around big, bulky engines. That's why Ballard Fish and Oyster Company, Norfolk, Virginia, chose General Motors Diesel power for their new oyster dredge "O. A. Bloxom."

A GM Series 71 "Twin" Six, turning a 56" x 48" three-blade propeller, develops 340 H.P. maximum and delivers a *full 260 H.P. for continuous duty.* The "Bloxom" has a cruising speed of 12 knots at an engine speed of 1650 rpm, 14 knots at 2000 rpm.

Yet this 83' x 22' boat has a carrying capacity of 2000 bushels—20% more than many boats her size and larger.

Because they are 2-cycle, GM Marine Diesels pack more power in less space. They start instantly at the touch of a button—run smoothly at all speeds—maneuver easily and cut maintenance costs.

For rugged, dependable Diesel power *at the lowest cost per horsepower* see your nearby GM Marine Diesel dealer or drop us a line.

DETROIT DIESEL ENGINE DIVISION

SINGLE ENGINES... *Up to 200 H.P.* **DETROIT 28, MICHIGAN** MULTIPLE UNITS... *Up to 800 H.P.*

GENERAL MOTORS

DIESEL BRAWN WITHOUT THE BULK

GM GENERAL MOTORS DIESEL POWER

Evans Engine & Equipment Co., Inc.
SEATTLE 9, WASHINGTON

Modern Machinery Co.
SPOKANE, WASHINGTON

Crofton Diesel Engine Co., Inc.
SAN PEDRO, CALIFORNIA

Gunderson Bros. Equipment Corp.
PORTLAND 9, OREGON

West Coast Engine & Equipment Co.
BERKELEY, CALIFORNIA

FOOD FISH MARKETING

News and Views of National Trade in Fish and Shellfish

John Walker, general sales manager, Cedergreen Frozen Pack Corporation, frozen foods division of Pacific American Fisheries, Inc.

P.A.F. Frozen Division Names Sales Manager

After six months of working with the company on a consulting basis, John Walker was named general sales manager of Cedergreen Frozen Pack Corporation, effective in June.

Cedergreen is the frozen foods division of Pacific American Fisheries, Inc., Bellingham. Walker was called in as consultant last fall to make a study of the business. Since then, distribution has been increased in established areas and new distributors have been added. This year Cedergreen expects to double its sales.

Walker is known nationally for his work with packaged goods. He was several years with Kenyon & Eckhardt, New York advertising agency, before spending 12 years with General Foods, where he was associate advertising manager. He left General Foods to take charge of Duff's Mixs. As a director and vice president in charge of sales, he built that pioneer brand into the leader nationally in its field.

After Duff's was sold to American Home Products Corporation, Walker was attracted to the west coast, where he has since been connected with Fisher Flouring Mills Co., and Pictsweet Foods, Inc.

Pink Salmon Moves Firmly To $15.25 Price or Higher

Pink salmon moved definitely and fully into the $15.25 bracket, or higher, by the first days of June. This was signalled by instructions from some owners of consigned stocks to advance prices to that figure, f.o.b., Coast.

Tag-end offerings below that figure apparently have been entirely absorbed.

The few holders with any stocks of consequence were showing some signs of reluctance to sell at $15.25, and by presstime it was known that business had passed at $16.

Chums were slow in following Pinks to higher ground, but at presstime some were quoted at $15.

First Copper Rivers Snapped Up Quickly

First consignments of Copper River Sockeyes to come down from Alaska were priced at $16.50 for halves and $28.50 for talls. They were sold out quickly — particularly the talls, which proved particularly attractive to a trade which had had no opportunity to buy tall Sockeyes for a long time.

The percentage of the excellent Copper River pack which went into talls was somewhat larger than usual. This resulted from smart anticipation of the market's interest in this package, as well as the mechanical necessity of faster packing to keep ahead of the remarkably good run following the three-weeks-late start of fishing.

The late beginning on Copper River allowed the Chinook run largely to escape, and only a few cases of these fish were canned — mostly in halves. There were offered at $16.50. Normally Copper River Chinooks are priced a little below the Sockeyes from that stream, but scarcity gave them strength in June, 1950.

Pink Clean-up Probable

With Pinks definitely on the higher level by the first of June, and showing even further strength by presstime, there could be little question that the goods available would sell out in advance of new pack — if present prices are maintained.

Monterey-S. F. Sardine Stocks at Zero Level

Stocks of sardines in the hands of California canners appeared to be negligible, and the canned sardine industry was greatly cheered to know that a pack of some 4,000,000 cases had been absorbed by foreign and domestic markets.

With most Monterey and San Francisco canners sold out it was reported that southern California canners' stocks were low in the middle of June, and that there would be no carry-over of 1949-50 pack into the new season.

The market was active during the month, and firm, as evidenced by the fact that talls made a recovery to $4.10-4.25, and 5-oz. also strengthened to $5.40 n/s, and $5.90 t/s.

Henry Dowden, Veteran San Francisco Broker, Dies

Henry Dowden, 70, one of the first sea food products brokers in San Francisco, died there last month after a six weeks' illness.

Mr. Dowden had devoted more than 50 years to the fishermen's supply and sea food brokerage. While still a lad he went to work for the Henry Doyle Co., a fishermen's supply house. Later on he went to work for the Western California Fish Co., and finally in 1912 he went into the sea food brokerage business for himself.

In 1924 he formed the Henry Dowden Co., and went into partnership with Bryce Florence, who now heads the business.

Besides his widow, he leaves two daughters.

JAP TUNA IMPORTS DRIVING U.S. FISH FROM EAST COAST SHELVES

Southern California tuna packers report imports of Japanese canned tuna are seriously affecting sales along the eastern seaboard. Private label business was about shut out of this market and by mid-June nationally-advertised brands were beginning to feel the pinch.

It appeared to cannery sales managers that everybody and his brother was offering Japanese canned tuna, with the same parcels apparently bobbing around from hand to hand like a basketball in a fast game; and most of them aiming at the same baskets.

The situation was unlikely to get better, in opinion of these sales mangers, for it is declared Jap imports will reach 500,000 cases this year.

Japanese new pack Light Meat, Fancy, was being offered at $10.85, duty paid. The best the direct seller of domestic private label can do is $13, f.o.b. west coast, plus 42c freight.

Then take Albacore: delivered at New York, duty paid, ex-dock, Japanese White Meat Fancy is quoted at $13.55 to $14.75, basis ½s. Compare this to California Light Meat, Fancy, advertised brands, f.o.b. cannery: $14.75 to $15.25 and private label, $13.25 to $14.25.

Where is the Pacific Coast Albacore going to fit into this picture? By mid-June no California packers were quoting White Meat futures.

So far, in the main, the chains have resisted the Japanese offerings. Where they have appeared, there is divided opinion as to its movement. Some declare it moves slowly; others that the imported product can hold its own.

Japanese Light Meat, Fancy, sells on the grocery shelf at 29c per can, while a California advertised brand, same grade, retails from 35c to 39c. On Light Meat Flakes, imported, the product can be sold profitably at 25c.

Philippine Buying Spree Cleans Up Sardine Stocks

For the second consecutive year late buying of California canned sardines saved the industry from entering a new season with a heavy carryover. Last year a British buying commission cleaned up the stocks; this year it was the Philippines.

Just how the Philippines, normally the largest importer of California sardines, but completely out of the market for the first four months of 1950, could suddenly purchase hundreds of thousands of cases, was not quite clear to U.S. packers, brokers and exporters.

The industry had about given up on the Philippines and was working foreign markets like Egypt, the Orient, Netherlands, Central and South America. Then the Philippines came through and, like the British commission at the same time last year, practically cleaned out warehouse stocks.

The sardine trading evidently resulted from new legislation which permitted Philippine imports of canned fish to the dollar value of 60 to 80% of the 1946-7-8 import average. Because of the radical price drop between those years and 1950, the quota became practically 100% of the 1946-8 import average in cases. Immediately a large buying movement began.

Packers generally were nervous, and when the opportunity so unexpectedly came to sell, the canned product began to move at very low non-profit prices, the bottom having been reached at $3.30, Talls 48 natural. During the early splurge quotations ranged from $3.50 to $3.65. By early June quotations stiffened to as high as $4.10 within a period of a week. The sardine situation then became extremely speculative.

During the early selling, few ovals were purchased at from $5.50 to $6.00. Before the period was over, practically no talls were available, and all trading was in ovals. By the end of June about the only canned sardines left were held by packers to supply normal trade demands.

Alaska Razor Clams At Last Year's Price

Principal packers are offering 1950 Alaska minced razor clams in halves at $14.85 per case, the price prevailing in 1949. This figure is for featured brands, which represent the very large majority of the production.

Inasmuch as the Alaska pack is limited by federal quota, and the Washington production was negligible, available supply is approximately the same as last year.

"Lucky Strike" Tuna Label Featured Again

Pan-Pacific Fisheries, Inc., Terminal Island packers of tuna, sardines and mackerel have adopted a new label for tuna, and which will also be used for sardines. The brand is "Lucky Strike," and label design is by Schmidt Lithograph.

In June the concern was conducting a sales campaign on the new tuna label in the Los Angeles metropolitan district through the specialty department of Parrott & Company, brokers for Pan-Pacific. The label is produced in three background colors: Red for Fancy; blue for "Chunks 'N Flakes" and green for all light-meat grated.

The "Lucky Strike" label is not new in the Southern California fish-canning industry. It was originally adopted by Sam Horstein, Coast Fishing Company and registered October 1, 1929. He used it on export canned fish.

Later the concern dropped it. When, 20 years later re-registration was necessary, Coast Fishing Company, by then well established with its "Biltmore" and other brands, sold the label to Pan-Pacific Fisheries, who registered it July, 1949.

After its initial "try out" in Southern California Pan-Pacific intends to enlarge distribution of the "Lucky Strike" tuna label in more of its distribution markets, and will also use it importantly in its sardine sales points.

Mackerel Market Dull

The market for California mackerel appeared dull, according to observers in San Francisco. No mackerel was left in the hands of Monterey producers, and what little was left in producers' hands was in southern California.

B. C. Coho Supply Flush; Other Grades Short

In British Columbia, practically all canned Sockeye and Chum salmon is now out of packers' hands, and even the wholesale trade is extremely short of Sockeye of any grade.

As for Pinks, some speculators and wholesalers are reported to have a limited supply of Grade B. There is plenty of canned Coho available.

It has been the packers' policy throughout to maintain a firm price schedule, this having been determined soon after the close of the fishing season when it was realized that the supplies would be barely sufficient to meet market requirements. There has been no attempt on the part of the trade to buy at less than the market price, and packers have not tried to raise the prevailing level.

Mackerel Market Slow

The mackerel market was slow during May and, with the emphasis on Jack, Southern California packers were proceeding cautiously. Pacific was in very short supply there being practically none delivered in May except from a short run at the Channel Island and Dago bank.

However, with the California sardine stocks cleaned up it was expected mackerel sales would rise considerably as summer advanced, particularly in the heavy-buying southern section of the U. S. Pacific was being quoted, basis 1 lb. tall, at from $6.25 to $6.50 in early June. Jack was quoted, same basis at from $5.25 to $5.50.

Westgate-Sun Harbor Consolidates Sales Office

A consolidation of all sales activities for Westgate-Sun Harbor Company in the firm's new executive offices at San Diego, effective July 1 was announced recently by Wade Ambrose, president.

"With completion of new offices at our main plant in San Diego, an improved sales service to customers throughout the country will be possible by consolidating all activities there," Ambrose said.

Marvin Loughbom, sales manager, who supervises all direct sales for the company, will move his office to the San Diego plant when the Los Angeles branch closes July 1, Ambrose said.

"Serves 2 Brand" 10-oz. fillet carton pictured on North Pacific Frozen Product's regular 1-lb. "Pan Ready" fillet package. Note that the two packages are the same length, but that breadth and thickness varies.

"SERVES 2" FILLET PACK OFFERED

A frozen fish package specially designed to meet the needs of the family-of-two, and merchandised primarily through stores in the apartment house districts of metropolitan centers is being offered to the trade currently by North Pacific Frozen Products Co., Seattle and Bellingham, Wash.

This is a 10-oz. package bearing the company's new label—"Serves 2 Brand." Featuring the figure 2 in large size, the label is an attention-getter in red, yellow, white and green.

The carton wrap is waxed paper from the Western Wax Paper Co., and the inner carton is of white waxed board. It contrasts in construction with the company's "Pan Ready Brand" used for its 1-lb. package, which is a window top carton by Fibreboard Products, wrapped with cellophane in blue and white.

Emery P. Bayley, head of the company, says that only sole and true cod fillets are now being packed in the "Serves 2 Brand" package.

The "Serves 2" merchandising project was embarked upon after a study of current trends in frozen food marketing, in which a number of the fruit and vegetable freezers have found it profitable to pack a small-size item for the needs of a family-of-two.

Wholesale pricing of the "Serves 2 Brand" in its 10-oz. carton is 25c when the 1-lb. "Pan-Ready Brand" is quoted at 33c.

Canned Salmon Advertising Opinion is Explored

An exploratory questionnaire designed to bring out general industry opinion with respect to the desirability of an industry-sponsored advertising campaign for canned salmon is being sponsored by the Association of Pacific Fisheries.

The questionnaire asked opinions of association members as to the desirability of such a campaign; how long a campaign should continue; the degree of industry participation necessary to its success; and the amount per case which should be assessed for the purpose.

After returns from the questionnaire have been analysed, it will be determined whether sufficient interest has been indicated to warrant holding a general meeting of the industry for detailed discussion of the subject.

Shiel On Prices

Just at presstime Walt Shiel of Walter P. Shiel & Co., Seattle canned salmon distributors, summed up a review of the situation by saying:

"In my opinion, Reds will be high priced — somewhat higher than last year. Furthermore, I see nothing in the probable Pink pack figure that will permit selling Pinks as low as $14.75. The size of the salmon pack in any cannery is the decisive factor in determining costs; and, excepting miracles only, I anticipate small packs with relatively high costs."

Donald R. Wilson Moves

Donald R. Wilson & Co., San Francisco food brokers who are factors of note in canned fish selling, have moved their offices to 260 California St., San Francisco 11. The suite is 1105-06, and the telephone number remains unchanged: YUkon 6-4732.

Norfish Selling Breaded Oysters and Shrimp

Norfish Sales Co., Oakland, has been appointed exclusive Pacific Coast and Hawaiian Island distributor for the new line of breaded, frozen oysters produced by the Morgan City Canning Co., Morgan City, La. The line comes in 10-oz. consumer packages.

Norfish also is the exclusive Pacific Coast distributor for the Morgan City line of frozen, breaded shrimp in 10-oz. consumer packages.

New York Imported Canned Fish Prices

Openly quoted general commercial prices offered at presstime f.o.b., New York, duty paid.

JAPANESE—	
Albacore, fancy 48/2	$13.55-$14.75
Lightmeat fancy 48/2	$10.85-$11.50
Albacore flakes 48/2	$10.50
Lightmeat flakes 48/2	$ 9.50
PERUVIAN—	
Lightmeat fancy 48/2	$11.50
Bonito fancy 48/2	$10.25
Bonito flakes 48/2	$ 9 -$ 9.25

San Francisco Prices

Openly quoted prices at presstime, f.o.b., San Francisco Terminals:

ITEM:	Per Case
Sardines, oval 48/1	$ 5.75-$ 6.00
Sardines, tall 48/1	$ 4.10-$ 4.25
Sardines, 8-oz. buffet/48	$ 3.75-$ 3.90
Sardines, 5-oz. 100 t/s	$ 5.90
Sardines, 5-oz. 100 n/s	$ 5.40

Some Retail Fish Prices From Rochester, Minn.

A recent check of retail fish prices in a Safeway store in Rochester, Minn., gave a representative of PACIFIC FISHERMAN the following quotations:

Sardines, "Eatwell," oval/1	19c
Bluebacks, "Del Monte," ½	47c
Alaska Red, "Deming's," 1/t	71c
Alaska Red, "Bumble Bee," 1/t	71c
Shad Roe, "Papco," oval/2	1.29
Sturgeon, Kipp'd, "Bumble Bee," ¼	29c
Oysters, "Willapoint," 8½ oz.	43c
Oysters, "Neighborhood"	45c
Crabmeat, Geisha	89c

Van Camp Sea Food Company's famed tuna label, "Chicken of the Sea" was literally "up in the air" last month. A reproduction of the label decorated one of the light planes of the San Diego Chapter of Ninety Nines, an international organization of women pilots. The chapter conducted a "powder puff" derby from the southern city to Greenville, S. Carolina June 11. In the picture, taken at Lindbergh Field, San Diego, left to right: Clarence Harris, general sales representative for the sponsoring Van Camp company; Pilot Mrs. Robert B. Sanders, Co-Pilot Mrs. Dody Prario, and Bates Harper, Van Camp's San Diego manager.

Seattle Prices

Openly quoted prices current at presstime, f.o.b., Puget Sound Terminals.

ITEM	Per Case
Salmon—	
Sockeyes, Copper River, 48/1	$28.50-$29
Sockeyes, Copper River, 48/2	$16.50
Chinooks, Copper River, 48/2	$16.50
Pinks, 48/1	$15.25-$16
Chums, 48/1	$14.00-$15
Kings, Alaska, 48/1	$23.00-$24
Bluebacks, 48/2	$17.00
Tuna—	
Albacore, fancy, 48/2	$15.50
Albacore, chunks and flakes	$11.50
Albacore, blended, 48/2	$ 9.00
Japanese Albacore, fancy, unlabelled, f.o.b., duty paid	$13.50
Japanese lightmeat, fancy solid pack, f.o.b., duty paid	$11.10
Clams—	
Razor, minced, Alaska, 48/2	$14.85
Crab—	
Pacific. All major factors sold out or withdrawn from the market.	
Oysters—	
Pacific, 48 halves	$15.00
Pacific, 48 buffet	$16.00
Pacific, 48 E. O.	$18.00
Pacific, 48 tall	$26.00

(NOTE — Pacific oysters are quoted in cases of 48 tins, but actually are usually packed in cases of 24 tins.)

Southern California Canned Fish Prices

General commercial prices openly quoted at presstime, f.o.b., Los Angeles Harbor points.

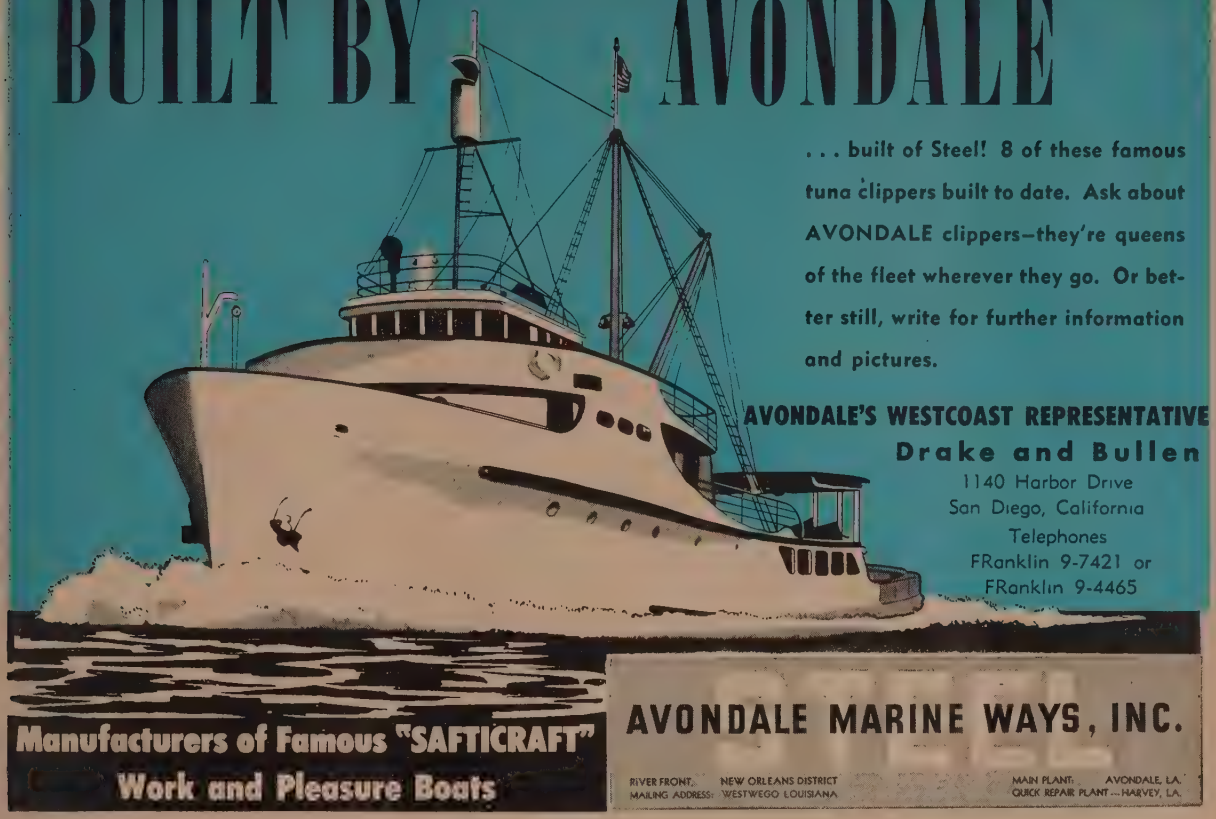
SARDINES—	
Domestic, Ovals 48	$ 6 -$ 6.25
Domestic, Talls 48	$ 4.35
Export, Ovals 48	$ 5.60-$ 6
Export, Talls 48	$ 4.10
TUNA—	
Featured Brands:	
Lightmeat fancy 48/2	$14.75-$15.25
Chunks and Flakes 48/2	$12.50
Private Label:	
Lightmeat fancy 48/2	$13 -$14.25
Lightmeat standard 48/2	$12
Chunks and Flakes 48/2	$11
Grated 48/2	$ 9.75

Vancouver Canned Salmon Quotations

Openly quoted general commercial prices charged by packers to the wholesale trade at presstime, Canadian funds, f.o.b. Vancouver.

VARIETY	Per Case
Sockeye, 96/2	$35.00
Coho, 48/1t.	$20-23.50
Coho, 96/2	$22-25
Pink, 48/1t.	$15-16.50
Pink, 96/2	$18.00
Chum, 48/1t.	$12-12.50
Chum, 96/2	$14.00

BUILT BY AVONDALE



. . . built of Steel! 8 of these famous tuna clippers built to date. Ask about AVONDALE clippers—they're queens of the fleet wherever they go. Or better still, write for further information and pictures.

AVONDALE'S WESTCOAST REPRESENTATIVE

Drake and Bullen

1140 Harbor Drive
San Diego, California
Telephones
FRanklin 9-7421 or
FRanklin 9-4465

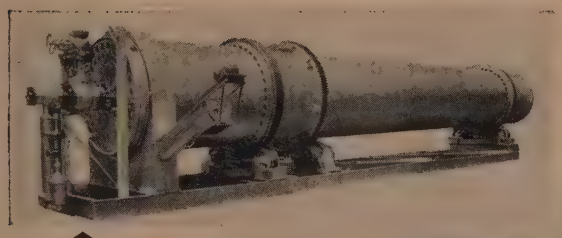
Manufacturers of Famous "SAFTICRAFT" Work and Pleasure Boats

AVONDALE MARINE WAYS, INC.

RIVER FRONT, NEW ORLEANS DISTRICT
MAILING ADDRESS: WESTWEGO LOUISIANA

MAIN PLANT: AVONDALE, LA.
QUICK REPAIR PLANT—HARVEY, LA.

Have you heard our World Fish Story?



Above . . . Standard steam tube dryer.

Right . . . Standard fish cooker and press.

STANDARD

● STANDARD is equipped to construct fish meal and oil plants and fish canneries under prevailing conditions in all parts of the world.
The STANDARD organization provides complete step by step facilities: Research and Development, Process Engineering, Mechanical Design, Shop Fabrication, Field Erection, Initial Operation.
STANDARD has served the fish industry for more than 40 years. STANDARD plants are practical. They are built to make profits for their owners.
That is STANDARD's World Fish Story. No problem too large for our attention and none too small. Inquiries welcomed.

STANDARD STEEL CORPORATION

5013 Boyle Avenue • Los Angeles 58, California
Eastern Address: 123-13 Newbury Street, Boston 16

A. & P. Fish Cookery Feature

Outstanding contribution to the promotion of fresh and frozen fish, and to consumer education into use-promoting ways in which they can be prepared, is made in the May issue of *Woman's Day*, published by the Great Atlantic & Pacific Tea Co. for distribution through its A & P stores.

Although limited in distribution to the chain's stores, *Woman's Day* has one of the largest circulations among the nation's popular magazines.

Sixteen pages of the May issue, seven of them done beautifully in color, are devoted to the subject of "Fish Cookery," featuring six basic methods. Most of the remainder of the feature is devoted to recipe variations by which these basic methods may best be employed for the several varieties, or to produce distinctive dishes for the table.

The six basic methods emphasized and each pictured in a half-page color reproduction are presented with introductory comment beginning:

"Broiling—The most popular fish in a restaurant is broiled. It's not hard to broil fish at home if you don't hurry the cooking—"

"Pan Frying—Isn't as popular with the cook as it is with her family. Maybe it's because the fat sputters. You can reduce this if you use a deep skillet and slow to medium heat—"

"Deep Frying—Won't smoke up the whole house if you keep the fat from smoking. For deep frying do not use butter, margarine or other fats that smoke at low temperatures—"

"Baking—A whole baked fish can be as festive on the table as a roast of meat or poultry. Avoid high heat and a burned pan—"

"Steaming—You don't have to own an elaborate steamer for this method—"

"Poaching—This method is the chef's favorite, for poached fish is the basis of many exciting variations—"

In addition to the discussion of the basic methods, from six to nine distinct recipes, each susceptible to further variations or adaptations, are given for each of the basic operations.

It is only fair to rate the Woman's Day fish feature as perhaps the outstanding, and most widely circulated fish promotional and recipe feature ever published.

Australia-New Zealand Salmon Deal Predicted

Canada's Fisheries Minister R. W. Mayhew, back from a Commonwealth Conference in Australia, predicts that a new deal for British Columbia canned salmon will shortly be negotiated between Canada and Australia and New Zealand.

Since nearly all canned Sockeye and Chums as well as better grades of Pinks from the 1949 pack have already been disposed of, such a deal would have its limits this year but probably would involve the 1950 pack.

Left to right, Tom Hall, Sam Young, offering MORE POWER TO YOU in Diesel Sales and Service.

DEPENDABLE DISTRIBUTORS AND DEPENDABLE DIESELS GO TOGETHER! No name in the whole Bay Area stands in higher repute in the field of marine engineering than that of the Hall-Young Company.

What more natural than to find the name of this top-flight concern coupled with the world's top-flight diesel engines. See Lister-Blackstones at the Hall-Young Company, 366 Jefferson St., San Francisco.

NEW LOW PRICES on Lister-Blackstones give you an added incentive to investigate. BEST DIESEL VALUE FOR YOUR DOLLAR. 3 to 480 h.p., propulsion and auxiliary.

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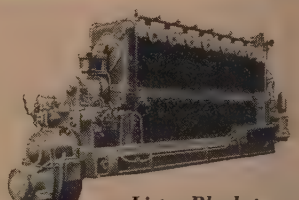

Lister-Blackstone 7 cyl. propulsion engine Model EPVMDR-7. 280 h.p. at 600 rpm.

Hawaiian Tuna Packers To Operate in Japan

Hawaiian Tuna Packers, Ltd., who for many years have operated a modern tuna cannery in Honolulu, have completed arrangements to take over and operate a tuna cannery in Japan. The plant is located on the island of Kyushu, southernmost of the major islands of Japan.

At last advices it was anticipated that the plant would be in operation about July 1, although early in June Alan S. Davis, president of Hawaiian Tuna Packers, Ltd., informed PACIFIC FISHERMAN that arrangements had scarcely passed "beyond the preliminary organizational stage."

Mr. Davis said in commenting on his company's activities in Japan:

"We did not realize that our recent move in Japan would create so much interest, inasmuch as many of the larger domestic packers have for some time been importing substantial quantities of both frozen tuna fish and canned tuna into the United States markets."

Ferreira Plans New Shrimp Distribution House

Hector Ferreira, administrator-director, Pesquera Industrializadora de Guaymas, S. A., Pesquera E Industrial del Pacifico, S. A., and Planta de Hielo Monarca, was in Southern California during the latter part of May in connection with a new company being formed to distribute his "Guaymex," "Clear-blue," "Lolita" and "Ocean Pride" frozen shrimp brands throughout the U. S. national territory.

His 150′ modern freezer ship *El Guaymense* arrived at Guaymas May 29 enroute from New Orleans through the Panama Canal, where arrangements for service were made by Union Oil Company. This ship, with a daily freezing capacity of 16,000 lbs. and cold storage of 100,000 lbs., will be used in the Gulf of California and as far south as Salina Cruz, to produce the 5-lb. "Ocean Pride" "throw" style pack.

To Condense Liquor From Tuna Cooking

Westgate-Sun Harbor Company, San Diego, is installing a small condensed fish solubles plant, to process the condensate from tuna precook operations, according to *Andrew Sanfilippo*, general production manager.

Richardson Attends Linen Thread Sales Meeting

John E. Richardson, Pacific Coast manager, The Linen Thread Co., recently returned to San Francisco from a flying trip to eastern headquarters of the company, where he attended a general sales meeting. In his absence, Jeff Crowe, assistant manager, was in charge of company activities on the Coast.

Mr. Crowe was receiving the congratulations of his host of friends on the completion of 25 years of service with The Linen Thread Co.

Francisco Orders Clipper From Tacoma Yard

Antonio Francisco, co-owner of San Diego tuna clippers, *United Victory* and *Sao Joao*, has ordered a 250-ton wood tuna clipper from Tacoma Boat Building Company. The vessel will be 121′ long; will have a 600-hp. Washington diesel as propulsion power; auxiliaries are a pair of 100-kw. General Motors sets. Cecil W. Drake handled negotiations between owner and shipyard. Mr. Francisco is father-in-law of Johnny Rebello, San Diego tuna skipper.

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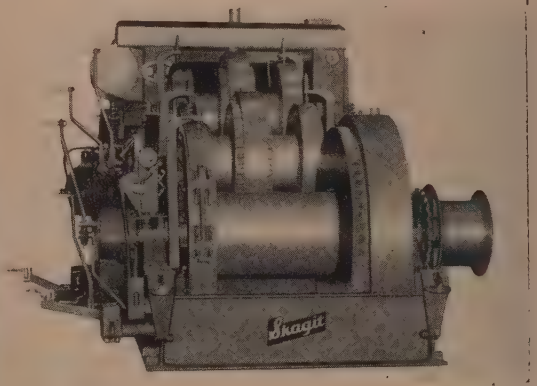

Here is the Fidalgo Island Packing Company's new all-purpose rigging barge, completely equipped with a Skagit Hoist, superstructure and fairleads. It is one of the many applications where Skagit's Complete Line of Hoists fit conventional and specialized requirements of the Fishing Industry. Consult us for detailed information on the size and type of Hoist you need.

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DEALERS EVERYWHERE, consult your Classified Telephone Book

F. I. P. Rigging Scow Doubles as Pile-Puller

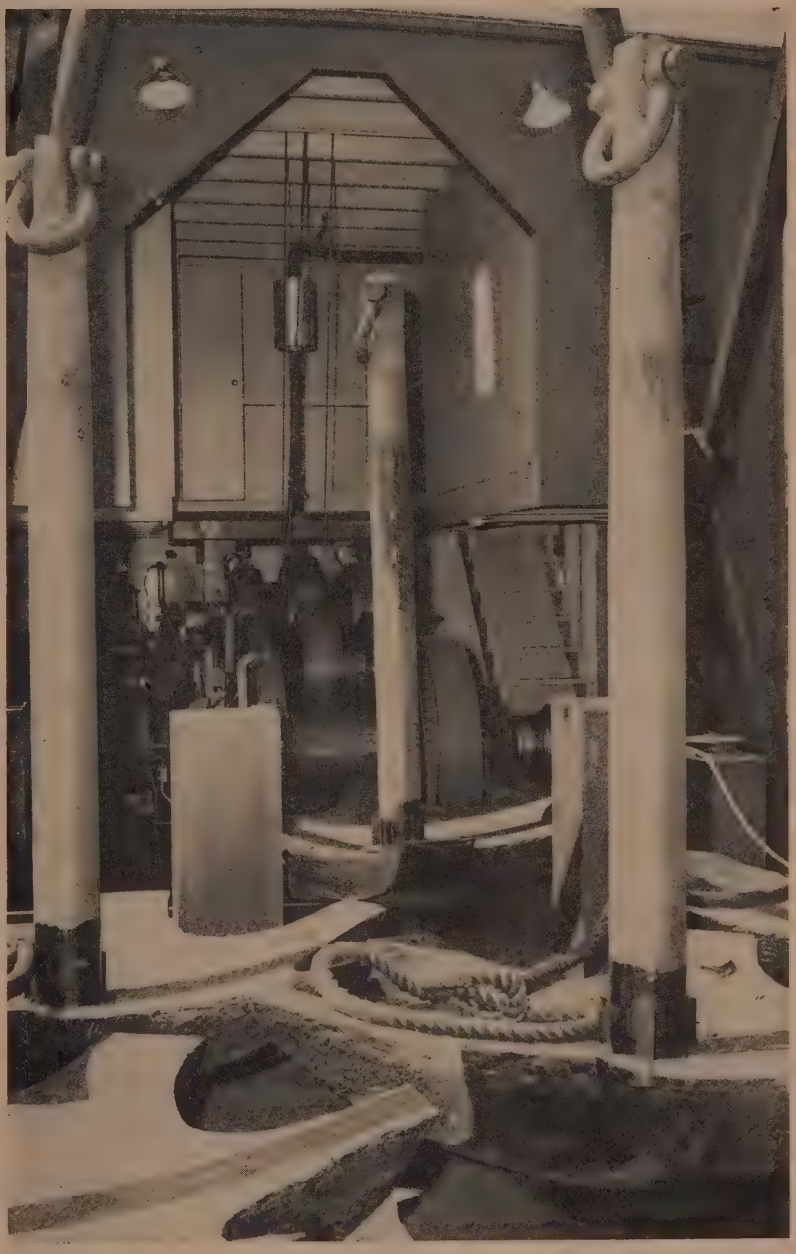
A rigging scow designed to double as a pile-puller for Fidalgo Island Packing Co. went north to its Pillar Bay cannery this spring.

Vance Sutter, F.I.P. president, this spring was faced with the need for two major items of equipment. Pillar Bay needed a new rigging scow; and loss of its pile-puller last season made necessary a new rig for that purpose. With Al Oslin of his staff, he worked out a scheme by which the rigging scow will serve both purposes. The unit illustrated herewith is the answer for this two-headed need.

Besides its versatility, Pillar Bay's new rigging scow has another distinction. It carries a Skagit rigging scow winch—the first made for salmon trap rigging service by Skagit Steel & Iron Works, Sedro-Wooley, Wash., long a leading builder of logging equipment, now actively entering the cannery and fishing vessel equipment field.

The 70 by 24′ barge itself was built by Maritime Shipyards, Seattle. Its house provides comfortable quarters for the crew, with galley and sleeping accommodations the equal of those on a tender.

Gantry for the barge was built by Skagit Steel & Iron Works and consists of tubular steel legs forming the A-frames, cross-braced with steel H-beams. Design permits wide opening under the forward A-frame and full use of the deck. The fairlead is bolted to the heavy pipe unit forming a brow-log, from which the A-frame legs rise. Bolted construction is used, permitting dismantling if desired.



The Skagit rigging scow winch, seen through the stocks of the 5-ton mushroom trap anchors on the deck of the new F.I.P. rigging scow and pile-puller. The winch adapts to rigging scow service principles of design and construction long proven in logging machines. The two vertical blocks in the deck are supports for extra cable reels. The sprocket from which a detachable chain turns this cable reeling device may be seen just inside the gypsy at the right end of the winch's main drum.

Features for Conversion To Pile-Pulling Duty

The I-beam is made retractable as part of the provision for converting the barge to pile-pulling service. The beam is installed with channel steel spacers between the A-frames, gripping the I-beam. By loosing the pads on the frame, it is possible to slide the I-beam back over the house, bringing the fore end flush above the bow of the scow.

The beam is moved by inserting a bar through the holes seen in one of the illustrations and pulling it to the position desired.

In pulling piling, the I-beam is retracted, the bull block removed, and a pile-puller block hung from the I-beam by means of the clevis shown in one photograph. The fairlead is then removed and two tubular steel guides are fastened to the forward A-frame by pads seen in the photograph a short distance below the I-beam, and also to the steel brow log. These steel verticals serve as gins of the pile-puller.

Mechanical Features of Gear

The rigging scow winch designed specially for the Fidalgo Island job embodies the basic engineering principles long proven by "Skagit"

Close-up view of the gantry on the new F.I.P. rigging scow. The hull was built by Maritime Shipyards and the gantry and winch by Skagit Iron & Steel Works. The I-beam is retractable, and is pulled back flush with the fore end of the scow when used for pile-pulling. In that service a pair of vertical steel tubes are fixed to the forward A-frame to serve as gins.

logging gear. It is a 5-drum unit with the main anchor-hoisting drum in front. The line is spooled onto the drum from storage reels carried on deck. The main anchor line runs direct through the fairlead on the brow log. One of the two middle drums is used as an anchor-handling drum, its line running through the carriage block.

The two rear drums are used for moving the carriage block back and forth on the I-beam, thus handling the 5-ton trap anchors. The second middle drum is for auxiliary utility purposes. The winch is also fitted with a large gypsy; and just inside the gypsy is a sprocket which drives a detachable chain to rotate a cable spooling device by which extra lengths of anchor cable are wound on spare reels carried on deck. The main and two utility drums have rackets and dogs for holding the load in any position.

Power for the winch is furnished by a 6-cylinder Waukesha gasoline engine rated at 162-hp, operating through a Carcomatic 3-speed, air-operated transmission.

As the "Skagit" hoist took form, Mr. Sutter was so well pleased with it that he ordered a second, which was used to re-equip one of the company's older rigging scows.

Hectic Troll Trade Quiets As Weather Lifts Landings

Hectic market pattern of troll splitters underwent what the stock market calls a "technical correction" about the middle of June.

This saw the fantastic prices which had prevailed all the way from Moss Landing to Glacier Bay lowered sharply — although not as sharply nor as far as they had risen.

Speaking of the sharpness of price fluctuations in this volatile business brings up the 7c jump taken by prices in a single day at Moss Landing when one of the northern smoker-producers set up shop at that Monterey Bay port and started to buy and split.

Highest comparative prices of all were paid at Pelican, that Icy Strait out-port in Alaska, where a peculiar competitive condition boomed the price of splitters as high as 47c.

Seattle prices actually went as high, and once a cent higher, than at Pelican, and for a considerable period hung in the 43-44c range.

Mark-down in prices about the middle of June was signalled by a sharp up-turn in production. This seemed to come on the heels of improving weather. Fishing previously had been pretty fair when the boats could work. Mid-June brought improving conditions along the coast, and with the highest prices ever quoted being paid, the trollers socked it to 'em. Bulge in landings saw bidding decline, but still remain at fancy figures.

Mild cured salmon production to the middle of June had not been carefully calculated, but those in best position to know felt that it probably was a bit above 1949 to even date. This was attributed to the substantial splitting in California, which last year produced almost troll tierces. Alaska curing was thought to be a bit behind 1949.

The California production was accelerated by the appearance at Moss Landing of buying - and - splitting teams representing Seaboard, Oxenberg and Einstoss interests. The price went as high as 41c per lb., but by presstime had fallen back to 32c, with the prospect of further weakness later.

Three Factors Cited

The sensational prices paid early in the season were credited by observers to several factors:

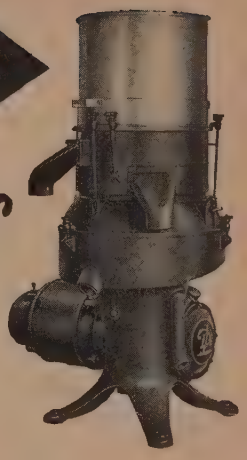
1. *Bare Market.* Start of the trolling season caught eastern smokers with their stocks down and casks clean.

2. *Inflation.* Thinking persons saw plain signs of inflation in the early unquestioning demand for a fancy article at almost any price. The volatility of the market was readily evident, both on the up-swing and the down-plunge.

3. *Competition.* This was of course related to and sharpened by the two factors above. Never before had there been as many buying interests represented in the Southeast Alaska trolling ports — "a buyer and a scow for every fish landed" was the way one experienced individual described it. He went on to say: "Never before as many buyers, and never as many fingers burned."

RECOVERY OF BY-PRODUCTS BY DE LAVAL CENTRIFUGALS

SOLVES . . . STICK-WATER POLLUTION PROBLEMS



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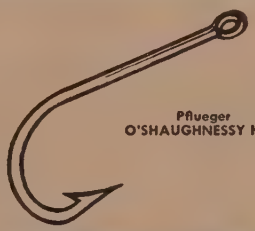

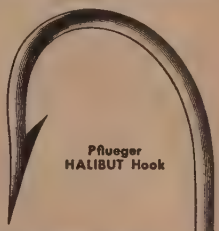

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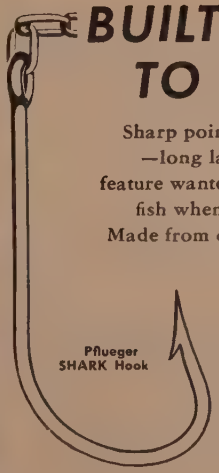

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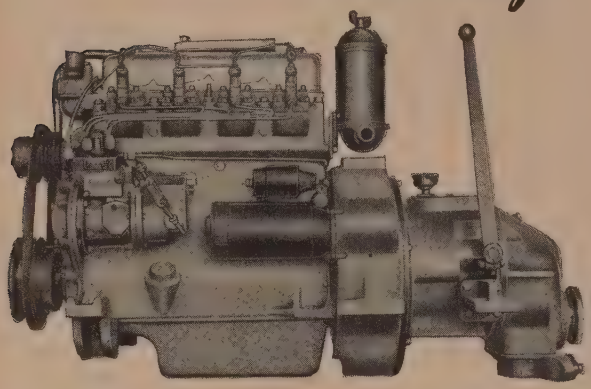

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Mr. Barthold Retains A.P.A. Headquarters in Seattle

Aubin Barthold, who in May was chosen president of the Alaska Packers Association, will continue to maintain his headquarters at Seattle, he informs PACIFIC FISHERMAN.

Operating headquarters of the company were moved from San Francisco to Seattle in 1943, and Mr. Barthold, then vice-president and general superintendent, transferred his office to Seattle at that time.

He joined the Alaska Packers Association in 1935, and in 1939 was elected a director and member of the executive committee. In 1941 he was made vice-president and general superintendent. In 1941 he was made vice-president and general superintendent of the 57-year-old salmon canning company.

Mr. Barthold is chairman of the advisory committee of the Fisheries Research Institute of the University of Washington; vice-president of the Alaska Salmon Industry, Inc.; and vice-president of the Association of Pacific Fisheries.

As president, he succeeds A. K. Tichenor, who has been associated with the A.P.A. for 48 years, the last nine years as president. From 1918 to 1941 Mr. Tichenor was vice-president and general superintendent, an office in which he was succeeded by Mr. Barthold, who now in turn follows him as president. Before becoming vice-president and general superintendent, Mr. Tichenor was secretary, and later secretary-treasurer, of the company. He remains a director of the association.

May personnel changes in the Alaska Packers Association saw Donald T. Saxby become a member of the board of directors. He has been with the California Packing Corporation for more than 25 years, and is manager of the canned fish division of that company.

Ralph S. Olpin has been appointed to the new office of comptroller of the Alaska Packers Association.

B.C. Blueback Price Same As Last Year

The Blueback salmon season opened in British Columbia June 1, with more than 700 boats engaged in the fishery.

The prices paid to fishermen were the same as in the 1949 season — 17c a lb., dressed.

The season for Sockeyes, Cohos, Pinks and Chums opened on the Skeena and Naas Rivers June 18.

Aubin Barthold, newly-elected president of the Alaska Packers Association.

B. C. Packers' Shipyard Hard Hit By Fire

Fire caused an estimated $200,000 damage to buildings, stocks and boats at Celtic Shipyards, B. C. Packers' subsidiary on the Fraser River May 21.

Fortunately, many of the valuable vessels moored near the plant escaped damage, but three were severely burned — *Roy Roberts, Vanisle* and *Westisle*. Three others sustained minor damages — *Kimsquit, Texada* and *Asiatic Star*.

All these vessels are now being repaired at the Burrard Shipyard, North Vancouver.

The warehouse was hardest hit, but the boatyard itself was virtually unscathed and its operation on repair work was uninterrupted.

Charles Gillespie is manager of Celtic Shipyard, and Gunnar Hansen foreman.

Refrigerated Clipper Sails For Red Salmon Area

Nick Dragich's converted 150′ Navy ATR *Sea Lark,* converted to a tuna clipper after one voyage to South American waters after shark livers, left Martinolich Shipbuilding Company yard May 23. Her first destination was to be the Bering Sea, where she would act as a mothership during the run of the Red salmon, for transferring in refrigeration to Astoria. Following that she would make her initial trip to southern tuna banks as a hook-and-liner, and would probably deliver her catches to Columbia River Packers Association, at Astoria.

Crab Operations Ending After Disappointing Yield

Pacific Northwest crab operations were virtually shut down by mid-June, save for the sketchiest of local market - supply fishing, after one of the poorest seasons in the history of the business.

The paucity of crabs prevailed the whole length of the coast, and mid-June found most canners completely sold out.

At that time Pacific Pearl of Alaska was still operating its Ketchikan cannery, although in the face of formidable costs and obstacles.

Ivar Wendt, selling the Pacific Pearl pack, said he was withdrawn from the market in order to devote the entire output to covering prior commitments. If production should continue until previous orders had been filled, he said price could not be below $24.

Scarcity of crabs along the coast saw some imports of live crabs from British Columbia to Seattle; and also saw fishing vessels with holds equipped as live boxes running trips of live crabs from Alaska to Seattle for market. One such trip was made by Capt. Jim Posey with the *Una Marie,* which brought 570 dozen crabs from Alaskan waters to the Waterfront Fish & Oyster Co., Seattle. A substantial portion of the delivery was shipped to San Francisco after cooking.

'Teen Agers Permitted In Purse Seine Crews

Minors 16 and 17 years of age can be hired on Alaska seine boats this year under amended regulations of the Alaska Child Labor Law, which formerly set the minimum age at 18.

This was announced recently by Territorial Commissioner of Labor Henry A. Benson, who said the employment of those minors must be registered with the Territorial Department of Labor.

Skippers who come under this regulation and who wish to hire 16- and 17-year-old youths may obtain registration forms from the labor department in Juneau, he said.

Youths 16 and 17 years old are permitted to work aboard trolling boats without registration.

He said registration will be cancelled whenever it is found a boat is engaged in illegal fishing or in violations which show irresponsible operation or abuse of the minors aboard.

Halibut Costs Lost Sight Of in Smoke of Competition

The pack of halibut now being frozen on the Pacific Coast will be the most expensive in the history of the fishery.

That was evident from the bidding at the principal markets, and is a conclusion readily confirmed by the operators who put their money in the fish.

One of the principal buyers was asked to what condition he ascribed the all-time high prices being paid. He answered with a single word: *"Inflation."*

It is true that bidding this season did not approach the peak figures which can be found in the records of the past, records which show that as high as 71c per lb. was paid for halibut in Seattle in 1929. However, the peak prices of those days were token bids with which the buyers made good fellows of themselves by whooping up the bids on the first sale of the season. They did not mean anything in the averages.

This year, however, Seattle has paid above 30c for medium halibut, and pegged the price within a cent of that mark for many days running.

Just before this issue went to press, for example, the Seattle Exchange in a single day sold 633,000 lbs. of Western halibut, with 435,500 lbs. of mediums commanding from 26 to 26⅞c and the Chix and Large 25c straight.

Competitive Factors Potent

Behind the avid demand of the consuming markets for halibut, and behind the general inflationary trend in food prices in May and June, there also lay a competitive condition which tended to drive halibut prices higher. This was most evident in Alaska, where resident buyers were representing numerous new accounts.

The non-resident principals wanted halibut, and they got it — although often costs were lost sight of in the smoke of competition.

Buying prices were at record levels all along the line from Astoria to the Aleutians. Port after port proclaimed new all-time highs.

Area 3 Catch Ahead

Landings of halibut from Area 3 were running about a quarter of a million pounds ahead of those to even date in 1949 as this issue went to press.

This would indicate that closure might be expected earlier than last year, when Area 3 fishing ended July 12.

The International Fisheries Commission this year was expected to announce the Area 3 closing date 20 days in advance, instead of 24 days, as has been the custom hitherto.

This action is being taken after consultation with the fleet in order that the closure may be forecast to yield a catch more accurately coinciding with the area quota.

Area 2 Season 32 Days

Running a dead-heat with Season 1948, the current Area 2 halibut season closed at midnight June 1 after 32 days of fishing.

This is the same number as in 1948, and two less than last year, when fishing closed with June 3 after 34 active days.

123,000-Lb. Halibut Trip Sets Record

Biggest trip of halibut to hit the Seattle market since the days of steamers and dories was sold May 22 by the *City of Seattle.*

Capt. Conrad Ness hailed 115,000 lbs., but the trip actually weighed-out 123,000 lbs., and brought a $32,000 settlement when the check was cleared through the fishermen's settlement department of Nordby Supply Co.

Buyer of the big trip was Brighton Fish Co., which bid 26¾ and 22c.

Capt. Ness hit fish in abundance on Albatross Bank, and with his 10-man crew took the big trip in short order.

Following Brighton practice, the fish went into freezer.

A trip of 105,000 lbs. of halibut was sold a few days earlier by *J. B. Edwards,* Capt. Kenneth Hartvigsen, to Washington Fish & Oyster Co. for 26½ and 25¾c.

E. M. Brennan Making Progress Toward Recovery

E. M. Brennan, president of the Association of Pacific Fisheries, vice president and general manager of P. E. Harris & Co., and president of the Haines Packing Co., who suffered a heart attack at Seattle in May, was reported at presstime to be making gradual but satisfactory progress toward recovery.

Mr. Brennan was confined to a hospital for some weeks after his sudden illness, and was expected to be on a program of limited activity for some time in the future.

Puget Salmon Men Seek Liberalized Sockeye Rules

Request for liberalized regulations covering the Sockeye salmon fishery of Puget Sound and the Fraser River was before the International Pacific Salmon Fisheries Commission when it met in Washington recently for its usual pre-season session.

The petition was filed by the Puget Sound Salmon Canners Association. It asked, among other things, for July 25 as the opening date instead of July 31. The request implies that the later opening was set to favor the Fraser gillnet fishermen; and it was suggested that if this was the case the end could be achieved by shorter weekly closure periods on the Fraser.

Packers also sought re-opening of ocean fishing for Sockeye, contending this stricture would prevent operations at sea for Pink and Silver salmon, and that it thus would penalize the American fishermen unduly. Contention was voiced that the ocean closure was more restrictive on the American fishermen than on the Canadians, inasmuch as the latter were free to fish at sea north of the 49th parallel and in Johnston Strait.

Alhadeff Heads Drive

Charles D. Alhadeff of the Whiz Fish Products Co., Seattle, has been appointed general chairman of the National Fisheries Institute membership committee, it was announced in June by Irving Usen of Boston, president of the Institute.

Mr. Alhadeff made an outstanding record in 1949-50 as chairman of the N.F.I. finance committee, which is credited with firmly establishing the organization on a sound fiscal basis. In the course of that work he gave generously of his time and abilities and travelled widely throughout the country.

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Sherlock McKewen Heads Continental on Pacific

A series of top promotions in the Continental Can Co., designed to further the company's policy of decentralizing responsibility for operations, includes shifting Sherlock McKewen to San Francisco as vice president in charge of the Pacific Division of the company. He was formerly secretary and treasurer of Continental.

Another of the series of promotions which is of particular interest to fish packers on the Pacific Coast moved Reuben L. Perin to the position of vice-president in charge of the Eastern Division. Mr. Perin was Pacific Coast sales manager from 1942 to 1944, and since 1948 has been general sales manager of the company.

Naval Architect Establishes Perpetual Tennis Trophy

H. C. Hanson, Seattle naval architect, who has designed many notable fishing and cannery boats on the Pacific Coast, was a proud man in the early days of June when the scholastic tennis titles were being fought out in Seattle.

The tournament was the first in which the Hanson Trophy, which he provided as a perpetual prize for the high school tennis championship, was awarded.

Furthermore, his son, Robert, was a joint winner of the Seattle scholastic doubles title, and contributed importantly to the Queen Anne High School victory, which took the Hanson Trophy for the first time.

Bez Visits Japan

Nick Bez, president of P. E. Harris Co., Inc., and chairman of the Columbia River Packers Association, was back at his Seattle headquarters in June after a brief business trip to Japan.

Sherlock McKewen, appointed vice-president in charge of the Pacific Division of the Continental Can Co. He was formerly secretary and treasurer of the company.

Fishery Tariff Positions Outlined by Delegates

Testimony presenting the views of various segments of the Pacific fisheries was presented in Washington June 7 before a panel of the Committee for Reciprocity Information.

Walter P. Shiel of W. P. Shiel & Co., brokers, appeared on behalf of the canned salmon industry; D. P. Loker of the French Sardine Co. and H. C. Davis of Terminal Island Seafoods presented the case of the tuna industry. George Clemens, manager of the Monterey Fish Processors Association, testified as to the view of the California sardine industry.

Each industry group protested against any further reductions in tariffs and proposed that tariffs should be increased in order to provide protection for the industry.

Monterey Law Requires Stickwater Condensing

Monterey's city council is advancing an ordinance amending the existing law concerning the regulation of odors from fish canneries, reduction plants and stickwater plants.

The ordinance was drawn up with the assistance of the sardine industry and Major William H. Landers, formerly cannery inspector for the city for many years, and carries an emergency clause. It will become effective immediately on final passage.

Among the requirements are: each plant must have adequate devices for trapping all animal, fish and vegetable particles in such a manner that the particles won't be discharged out of the plant into Monterey Bay; oil and solids will be promptly separated from the stickwater as they come from the presses; each plant is required to have adequate equipment available for such operations; raw stickwater will not be permitted to be held by a processor, but must be delivered immediately to a stickwater evaporating plant; no raw stickwater may be held in a stickwater plant for more than 10 hours; temperature controls are established for all reduction plants and stickwater plants; and a 24-hour record must be made every day the plant is in operation.

Vendsyssel Men Coming

A. M. Vendsyssel, of Copenhagen, head of Vendsyssel & Co., notable European distributor of Pacific fishery products, and Borge Kehler, in charge of the Brussels office of Vendsyssel & Co., are engaged in a comprehensive tour of American producing centers.

They are expected in Seattle in July, where they will spend some time with F. A. Hansen, Mr. Vendsyssel's cousin, and the American representative of the house.

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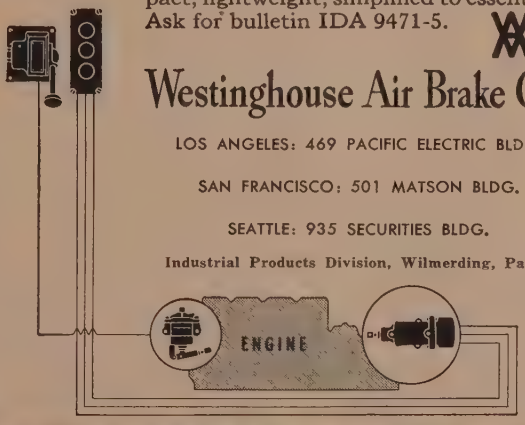

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FRESH FROZEN SMOKED **FISH** CANNED MILD CURED SALMON

SEATTLE - WASH.

"PACKED WITH THE WIGGLE IN ITS TAIL"

S. F. Federal Jury Probes Fish Industry

A second grand jury probe of the California fishing industry based upon alleged violations of the anti-trust laws got under way in San Francisco June 7. In Los Angeles a federal grand jury has been probing the fishing industry for some weeks.

A spokesman for the Justice Department said the government will charge price fixing, market rigging, and restraint of trade within the industry.

Subpoenas have been served on representatives of the IFAWA, CIO and major dealers from San Francisco to Oregon.

In the middle of May the U. S. Supreme Court denied IFAWA an appeal from an anti-trust violation conviction in southern California.

Dealers and major boat owners through their attorney Joseph L. Alioto, San Francisco, announced they welcomed the grand jury probe.

"For three years we have been contending that the union has flagrantly violated the Sherman Anti-Trust Act," Mr. Alioto declared.

The attorney said three separate actions had been filed against the union in an effort to "break the monopolistic practices which have worked hardships on the industry and consumer public."

In the most recent suit, filed in February, 1949, the dealers and boat owners charged the union with limiting the size of crab and fish catches, allegedly to keep prices high.

"On more than one occasion," Mr. Alioto declared, "our organization has called upon the Justice Department to investigate the industry. For years we have been unwilling parties to contracts with the union which we had to accept in order to stay in business."

George R. Clark, former British Columbia fishery executive, who becomes assistant deputy minister of fisheries for Canada.

G. R. Clark Advanced In Canadian Service

George R. Clark, for many years an executive in the fishing industry on the Pacific coast and latterly director of the Pacific and Inland Division of the Canadian Department of Fisheries, has been appointed assistant deputy minister of fisheries, with office at Ottawa.

Mr. Clark succeeds Dr. A. W. H. Needler, director of the Atlantic Biological Station, St. Andrews, N. B., who will now devote all his time to his duties as station director and scientific adviser to the chairman of the Fisheries Research Board of Canada.

Mr. Clark entered the government service in 1948 as director of the Pacific and Inland Division after serving in various executive capacities with the B. C. Salt Fish Board and the Salmon Canners Operating Committee. During the war he was liaison officer with the Mobilization Board for B. C. on behalf of the entire fishing industry of that province. At the time he joined the department he was manager of personnel and industrial relations for Canadian Fishing Co., Vancouver, B. C.

He continues his membership in the International Fisheries Commission.

National Steel Builds 120-Ft. Steel Clipper

National Steel & Shipbuilding Corporation, San Diego, was to lay the keel of a new steel tuna clipper the latter part of June, according to George Dew, manager, shipbuilding division. The vessel, which will have wooden superstructure, will be about 120′ long and carry some 260 tons, largest clipper hull yet undertaken by NS&S.

Design is by the yard's architect, William Trammell, and model tests were conducted before construction began. No radical changes from the yard's previous long series of clippers were contemplated. By mid-June no propulsion or auxiliary power or refrigeration system had been decided upon.

At this yard in June were three 54′ by 17′ all welded-steel shrimp trawlers under construction for Productos Congelados, S.A. Guaymas. *Martha* was ready for commissioning trials at that time, the propulsion engine being a 90-hp. Washington diesel. The other two, one of which will also be Washington powered, were to be ready for opening of the Mexican Pacific shrimp season for open water operations, October 1.

Terminating four years as general manager of the Eureka Ice and Cold Storage Company, Eureka, *Lawrence M. Jolly* has accepted a new position as general manager of Gabriel Industries, a statewide California organization with headquarters in San Francisco.

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- Fancy White Meat Tuna
- Fancy Solid Pack Tuna
- Fancy Blueback Salmon
- Fancy Shad Roe

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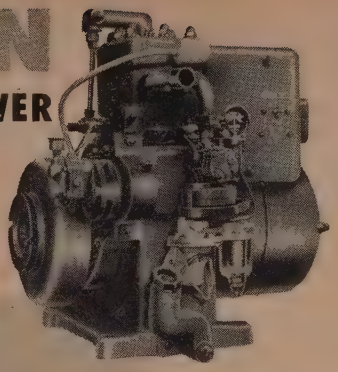

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The "Jim Melton" (left) is one of many work boats equipped with an Onan Electric Plant.

Onan *Marine* Electric Plants provide dependable electric power for lights, bilge pumps, compressors, radio, water systems and other equipment on work boats. Driven by heavy-duty, 4-cycle, water-cooled engines. True marine design with built-in safety features. Compact and easy to install.

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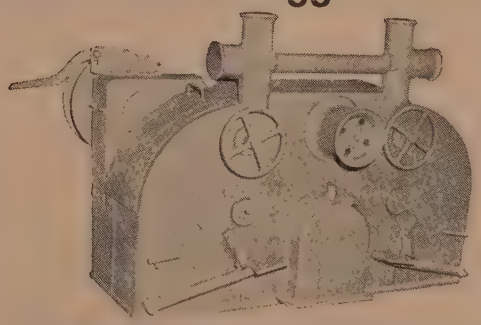
Model 50-D3 Dragger



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12 Alaska Herring Plants Run on 3 Distinct Deals

Three different hands were dealt in the 1950 Alaska herring gamble before the fleet hustled out of Seattle and away to the north during the first 10 days of June.

Whatever the outcome of the season may be, the boats were away earlier than is usually the case.

Twelve out of the 16 plants were to operate, as follows:

Southeast Alaska—

Buchan & Heinen Packing Co., Port Armstrong; Storfold & Grondahl Packing Co., Washington Bay; Arentsen & Co., Big Port Walter; Oceanic Fisheries Co., Port Conclusion.

Inactive—Alaska Reduction Co., Killisnoo; and Fidalgo Island Packing Co., Pillar Bay.

Prince William Sound—

Chatham Strait Fish Co., Crab Bay; Oceanic Fisheries Co., Port Oceanic; Alaska Fishermen's Cooperative, Knight Island; Port Ashton Packing Co., Port Ashton.

Inactive — San Juan Fishing & Packing Co., Port San Juan.

Kodiak Island District—

Wakefield Fisheries, Port Wakefield; Southwestern Fishery Co., Iron Creek; Oceanic Fisheries Co., Port Vita; Chatham Strait Fish Co., Zachar Bay.

Inactive — San Juan Fishing & Co., Uganik Bay.

The Three Deals

The three distinct arrangements with the fishermen under which Alaska herring operations are being conducted are:

1. Cooperative. (The Alaska Fishermen's Co-op this year has moved its floater from New Port Walter, Southeast Alaska, to Knight Island, Prince William Sound.)

2. "Sliding Scale." (This arrangement applies to the four plants operating in Southeast Alaska and is identical with that in effect there last year. The fishermen are to be paid 15c per bbl. each, or 25% of the return from sale of the products of a barrel of herring, whichever is the greater.

3. "Sliding Scale, less 15c." This arrangement applies at all plants operating in the Prince William Sound and Kodiak districts—the co-op excepted, of course. It is identical with the Southeast Alaska arrangement, *except* that 15c is deducted from the sale of the products of a barrel of herring before the 25% gross stock for the fishermen is computed.

By-Products Market Week

The by-products market was decidedly weak when the herring deal was made. Herring oil of Canadian pressing was said to be available at 6½c per lb., Seattle; and Canadian meal was being quoted at $129.50 to $133 per ton, fob, Vancouver, for 70% protein meal. Sixty-five percent sardine meal was quoted $133.25 to $136.50, Los Angeles.

Doubling-up of Sardine Reduction Permits Barred

California sardine reductionists will not be allowed to operate with more than one permit in each plant, the Fish & Game Commission ruled last month in Los Angeles.

During the recent shortage of sardines off the California coast, reductionists were allowed to combine their restricted permits for economical operation. Under the 1950-51 reduction quota of 150,000 tons operators will be able to process 1,450 in each licensed plant. Some 103 reduction plants have been given permission to operate.

At the meeting of the commission Richard S. Croker, chief, Bureau of Marine Fisheries, reported that a questionnaire indicated the majority of plants were in favor of grouping permits. Unions also were in favor of such groupings.

The reason expressed for such grouping was basically the same in all replies in favor: that reduction plants can't be operated economically on tonnage allotments as low as they will be in 1950-51, and until such time as the commission can make sufficient allotment for reduction to permit economic operation in a single plant, grouping should be allowed.

Although 73% of the processors favored grouping of permits, 27% opposed such grouping on the theory that it is not obligatory upon the commission to grant permission to process fish in other plants; that such action is about equivalent to government subsidy; that permit transfers tends to breed more reduction plants, more permits more "pressure" to transfer and consolidate permit processing, etc.

People's and West Coast Packing Merge

People's Packing Corporation, San Diego, one of the most modern tuna canneries in the country, was merged with West Coast Packing Corporation, Long Beach in June. The consolidation had been in negotiation for several months prior to announcement by A. T. Procopio, secretary-treasurer of People's Packing.

Stockholders in the San Diego concern were to exchange their holdings for shares in West Coast. Actual management of People's plant remains unchanged, with Louis C. Strada, vice president, continuing as general manager.

West Coast Packing Corporation, now managed by Al Vignola, is one of Southern California's pioneer fish packing concerns, established 35 years ago. The president is Albert Vignola, Sr. His son, former president of the C.F.C.A., and now chairman of the C.F.C.A. Tuna Standards Industry Advisory committee, will now be chief of operations for both plants.

When People's Pack was first organized three years ago West Coast backed the project and distributed its tuna pack under its own labels. West Coast is the largest producer of "Tonno" style tuna in Southern California and also produces a large pack of tomato paste, mackerel and sardines. Tuna brands are "Far-Famed" and "Sea View"; tonno label is "Genoa"; mackerel and sardines are packed under "Sea View."

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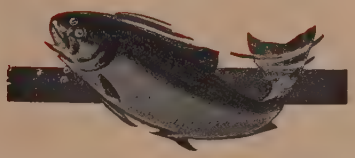

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Capacity 10 tons per hour — WET BASIS

Unit shown here coupled together in operation position as recently shipped to Bonified Fisheries, So. Africa.
Total Weight: Press 8500 lbs. — Cooker 4500 lbs.
Knocked down and crated in 905 cubic feet.

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Fishermen enjoy full protection with day-long comfort in this lightweight, special Ball-Band Vac quality boot. Buy Ball-Band for honest boot value.

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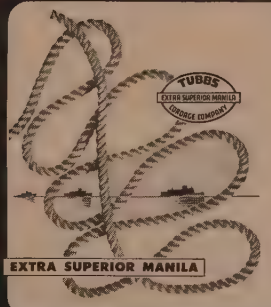

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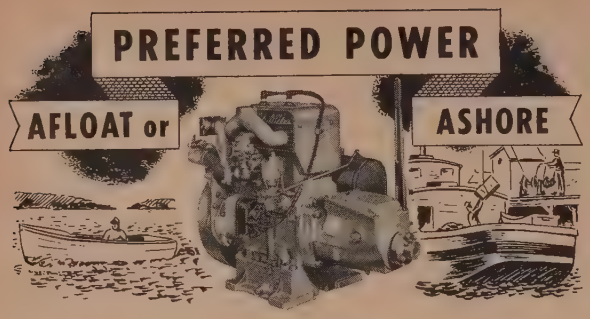

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Afloat or ashore, you'll see Wisconsin Heavy-Duty Air-Cooled Engines standing-by . . . powering efficient equipment and working as separate power units . . . making the longest hauls over the longest period.

Not only are the new 4 to 13 hp. Wisconsin Air-Cooled Inboards superior engines with superior features and recognized as such after only two years on the market since the war . . . you'll also find that Wisconsin Industrial Engines have an even more famous reputation. You'll find them powering such equipment as pumps, compressors, conveyors, lift-trucks, generators, winches, or handling any of the hundred and one power tasks in the Fisheries Industry wherever the accent is on successful, profitable operation!

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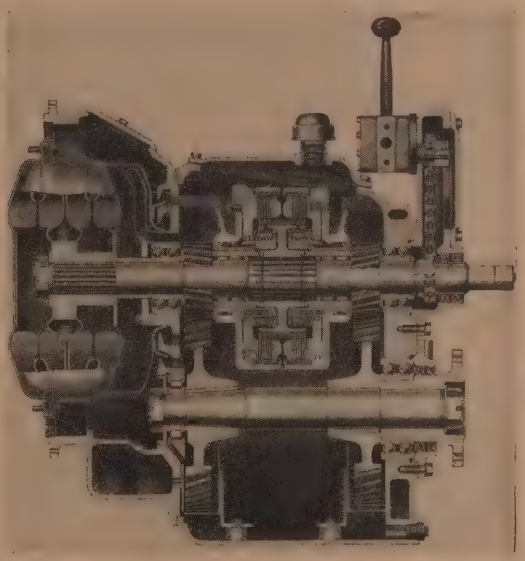
LINES and LEADERS

GEAR COPES WITH TROLL TROUBLES

Troll fishermen will find solution to one of their problems in a new marine gear just announced by Twin Disc Clutch Co. The old problem of fouled-up engines and run-down batteries from constant operation at trolling speeds may be eliminated with the gear, which is a completely new reverse and reduction gear, Model MGH-220. It includes among its exclusive features a hydraulic coupling trolling drive that permits an over-all reduction ratio 2.5 times the normal fixed-reduction ratio.



Here is a cut-away view of Twin-Disc's new variable reduction gear, specially suited for the needs of salmon trollers. By varying the amount of fluid in the hydraulic coupling at the left, the operator can increase the normal reduction ratio as much as three times.

In one of the new units equipped with 3:1 gears, for example, the operator can secure an over-all reduction ratio of 7.5:1 by setting a control valve.

This feature is made possible by a variable-fill hydraulic coupling incorporated between the engine flywheel and the reduction gears.

At complete fill, the hydraulic coupling offers all the advantages of fluid power, and the engine can be operated at all speeds. In addition, however, when trolling speeds are required, fluid can be partially emptied from the hydraulic coupling to permit as much as 60% "slip" at reduced engine speeds. This slip permits an additional reduction in propeller shaft speeds up to 2.5 times normal.

That is, an engine operating at 900 rpm through 3:1 reduction gears would turn the propeller at approximately 300 rpm for normal operation. But, the same engine running at 900 rpm operating through the trolling drive would turn the propeller shaft at approximately 120 rpm.

This feature is said to be especially desirable for fishermen because it permits trolling with the generator always charging and the engine turning over fast enough to prevent fouling and excessive maintenance.

Because of the hydraulic coupling, which absorbs all torsional vibrations and other cyclics, the new unit also permits extremely quiet operation at all speeds.

Multiple disc duplex clutches with bi-metallic friction surfaces on the new MGH-220 are hydraulically actuated for finger-tip control, thus enabling the gear to be easily rigged for remote control. The forward and reverse clutch assembly offers a positive neutral and lends itself to rapid shifts.

Another feature of the new marine transmission is the fact that all gears are helical, carburized and hardened, with generated ground tooth profiles, a type of construction which provides maximum tooth strength, quiet operation and long wear life.

Anti-friction bearings are used throughout, with caged roller bearings supporting the forward and reverse pinions.

The problem of accurate alignment of clutch and gear assemblies is eliminated with an independently mounted clutch shaft and the fluid drive, which does away with any mechanical connection in the drive.

First in what will be a complete line of marine gears, the new Twin Disc MGH-220 is designed for engines ranging from 135 hp to 230 hp in the 1400 to 2100 rpm class.

Complete details may be obtained from any authorized Twin Disc dealer or by writing directly to the Twin Disc Clutch Company, Racine, Wisconsin.

The 42′ steel troller *Suzy*, owned by Capt. and Mrs. Samuel C. Frey of Seattle, has the distinction of being the first American fishing vessel on the Pacific Coast to be equipped with one of Twin Disc's new hydraulic gears.

The Model MGH-220 gear in the *Suzy* replaces an experimental model Twin Disc gear which was installed when this new vessel first went into service several months ago. Designed by Ed Monk and Lorne Garden of Seattle, the *Suzy* is powered by a D318 "Caterpillar" diesel.

The *Suzy* will fish Albacore this season off the Washington and Oregon coasts. Later her owners plan to take her to Hawaii for fishing in the South Pacific.

The new 42′ troller *Blaze*, owned by Hansen Brothers of Prince Rupert, B. C., was also equipped recently with a Model MGH-220 Twin Disc hydraulic marine gear. The *Blaze* is also powered with a D318 "Caterpillar" diesel.

Murphy Diesel Offers More Sizes and Power Range

The Murphy Diesel Company, Milwaukee, Wisconsin, has recently announced refinements in design which are claimed to provide more power, greater economy, greater dependability and longer life. At the same time the number of models has been increased. Five 4 cylinder models and six 6 cylinder models ranging in output from 90 to 190 hp. are now available. All are available with 1:1, 2:1 or 3:1 reverse and reduction gears, and all can be supplied with front-end power take-off.

The Murphy principles of "true" diesel operation, plain open combustion chamber, four valves per cylinder, hydraulic servo-type governor, etc., remain as the basis of the design of the engines, the additional power output resulting improvements in the application of these principles.

Literature giving full information is available from the manufacturer.

New Super-Six Universal marine motor, now available either in 145 hp. or 130 hp. models. It provides power in this range with all of the smooth and dependable performance which long has marketed Universal Motors.

Powerful New Universal Six Is Announced

An entirely new six-cylinder marine motor is being made by the Universal Motor Company, Oshkosh, Wis.

Super-Six is the name given the new motor, which is offered in two series—Express models of 145 hp. and Stevedore models of 130 hp. Of 340 cubic inch piston displacement, the Super-Six has many advanced engineering features which make it smooth operating and extremely powerful.

The Super-Six measures just over 45 inches in length for the direct drive model, making it the shortest in its class. It is available with popular reduction drive ratios.

All models are now thoroughly proved, both on the test blocks and in actual marine service.

The Super-Six joins other Universal models in making this line broad and complete with power suited for pleasure, fishing and work boats up to 65'.

Universal is in regular production on the Super-Six, and models in both series are being rushed to Universal distributors. Literature giving full information may be obtained by writing Universal Motor Company, Oshkosh, Wis.

F. H. Kilberry Supervises Superior Diesel Division

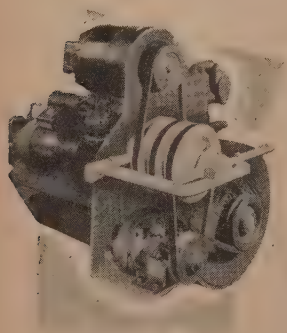
Appointment of F. H. Kilberry as management consultant in charge of the Superior Engine Division of The National Supply Company at Springfield, Ohio, was announced recently.

He will make his headquarters at Springfield and will be in charge of all activities of the division.

Identified with the diesel engine industry for more than 20 years, Mr. Kilberry until recently was executive vice president of Nordberg Manufacturing Company, Milwaukee.

From 1929 until 1945, he was associated with Atlas Imperial Diesel Engine Company, Oakland, California, serving that organization as president for six years.

F. H. Kilberry, widely known in the Pacific fisheries as a diesel engine builder, who becomes management consultant in charge of the Superior Engine Division of the National Supply Co.



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John Cannon Heads Cummins' New Distribution Set-up

The appointment of the Cummins Diesel Sales Corporation of Washington at Seattle and the Cummins Diesel Sales, Inc., at Spokane as distributors for Cummins engines has been announced by W. B. Lawrence, general manager of domestic subsidiaries for the Cummins Engine Company, Indianapolis, Ind.

The two new companies have been formed to handle the distribution of Cummins Diesel engines under the direction of John Cannon as president. John Peters will serve as manager of the Spokane operation and W. L. "Bill" Wheeler will be service manager at the Seattle plant.

Cummins Diesel Sales Corporation will service Western Washington and Alaska. Cummins Diesel Sales, Inc., will handle Northern Idaho, Western Montana and Eastern Washington.

The new distributors will handle all highway, off-highway, marine, industrial, logging, railroad and other applications for Cummins Diesels. Complete stocks of parts will be carried by both companies with the staff of the previous company owned organization to carry on as they have for the past few months.

Cannon, as the head of the new setup, comes well qualified for the job. For the past 23 years he has been associated with the Kenworth Truck Corporation, resigning from the post of secretary-treasurer to take on his new duties.

For the present the Seattle phase of the operation will be carried on from quarters at 1520 Fourth Ave. So., Seattle.

John Cannon, left, president of the Cummins Diesel Sales Corporation of Washington and Cummins Diesel Sales, Inc., smiles his pleasure as he discusses the details of his new distributorship with W. B. Lawrence, right, general manager of domestic subsidiaries, Cummins Engine Company.

A new building, with about 20,000 square feet of floor space, is already under construction to house the company. The new building will have facilities to service all models of Cummins diesel engines. Space for trucks of all sizes is being provided for in conjunction with the construction program.

Cummins users will find the new distributors fully equipped to handle their problems and to give the usual high quality Cummins service.

A. G. CHRISTENSEN, superintendent, Field Service Division, Fairbanks, Morse & Co., Beloit, Wisconsin, visited his company's branch offices in Seattle and Portland recently.

Two-Cycle Engine Oil Problem Solved by Shell

The guesswork has been taken out of two-cycle motor refueling by Shell Oil Company's new container for their Shell Outboard Motor Oil.

The same product that was formerly sold as Two-Cycle Motor Oil, it now comes in a screw-top "Visual Level" can.

This new container has half pint, pint, and one and a half pint measures marked outside by black lines and numerals, and inside with bold yellow lines, plainly visible through the wide opening. The can will enable operators of outboard motors or any two-cycle motor to mix fuel with much greater ease and precision than possible before.

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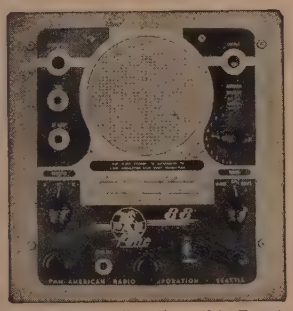

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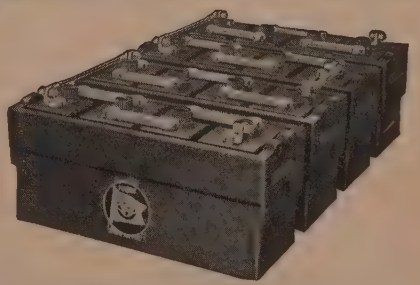

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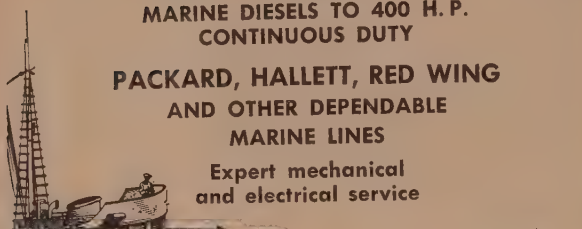

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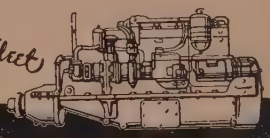

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Bryant's Marina Handles New P & H Diesel

Bryant's Marina, Seattle, has been appointed the distributor for the new P & H diesel engine, according to recent announcement by the Harnischfeger Corporation, Port Washington, Wis. Jerry Bryant and Latham Goble of Bryant's report that they will cover the Pacific Northwest and Alaska and will have a complete line of engines and parts.

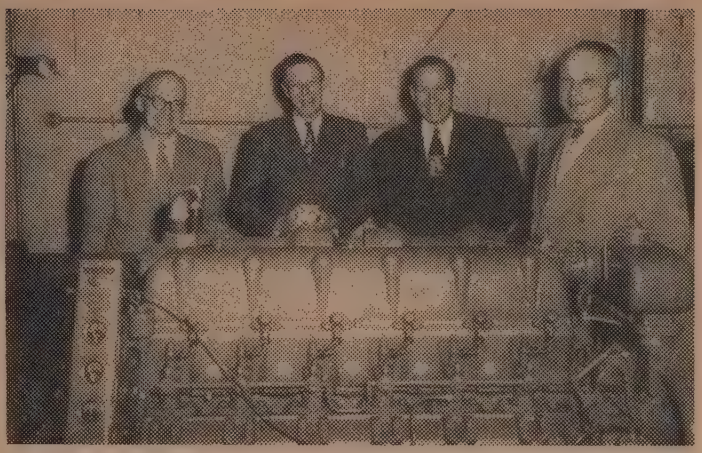
The first engine arrived in Seattle recently and has attracted considerable attention from boat owners who have seen it. Rated at 138-hp at 1,400 rmp, the engine weighs only 2700 lbs. It has a Snow-Nabstedt 3-to-1 hydraulic reverse and reduction gear and a Twin Disc front power take-off. The P & H diesel is a two-cyclce type, 522 cu. in. displacement, with 16:1 compression ratio.

Win C. Stiles, Pacific Coast representative for the makers of the engine, reported in Seattle recently that the general acceptance of the new engine has been good and the engine are now in service not only for marine but for industrial use as well.

Bill Dolmage's Northern Engine & Equipment Company handles the distribution of the P & H engine in British Columbia with an industrial branch in Edmonton, Alberta, to service the oilfields there. Parker Diesel Engineering Company, Oakland, serves the Northern California territory from Morro Bay north. Emil Riutta and Don Farmer Engine Sales and Service takes care of the Southern California area.

Mr. Stiles reports that engine production at the Port Washington factory is being stepped up to meet the demand for engines. Sales have exceeded expectations and deliveries and are now being stepped up all over the United States.

The company is producing power units, motor generator sets, marine engines and pumping units. A new twin 6-cylinder unit will soon be available for both logging and pumping service.



Here is the new P & H diesel engine, photographed with the men who sell it. Left to right: Jerry Bryant, president of Bryant's Marina, Seattle, distributor for P & H marine diesels; Larry Brackett, Bryant's engine sales manager; Win C. Stiles, P & H Pacific Coast manager; Latham Goble, vice president, Bryant's Marina.

Truman Sage Handles "N. C." Machinery Division

Northern Commercial Company, distributor of "Caterpillar" marine diesels and other marine lines in Western Washington and Alaska, has secured the services of a veteran "Caterpillar" man as general manager of its Machinery Division, according to an announcement by Volney Richmond, Jr., vice-president and general manager of the firm. Truman Sage, who for the past 3 years has been assistant sales manager for "Caterpillar" at San Leandro, California, will now have over-all responsibility for Northern Commercial Company's marine stores and dockside facilities at Seattle, Juneau and Ketchikan, as well as machinery stores at Anchorage, Fairbanks, Nome, Whitehorse and Dawson.

Mr. Sage will make his headquarters at Northern Commercial Company's main office, 419 Colman Bldg., Seattle 4. H. D. Stephens, closely identified with the company's activities in the machinery field, continues as vice-president.

In Alaska and Yukon Territory, Northern Commercial Company distributes all the Caterpillar products as well as related machinery lines for fishing, construction, agriculture, mining and logging.

New Propulsion Gear Booklet

A new booklet describing the advantages to ship owners and ship builders of the revolutionary planetary type of marine propulsion gearing (600 hp. and up) is now available from Western Gear Works, Lynwood (Los Angeles county), California.

Of particular interest is the analysis of ship design, prepared by James E. Petrich, prominent naval architect, and included in the booklet. The analysis compares costs and performance of the various types of propulsion machinery now used in commercial vessels.

Jack Blackburn, promoted to position as manager of the commercial fisheries department of the Sunde & d'Evers Co.

Blackburn Heads Sunde & d'Evers Commercial Fisheries Dept.

The appointment of Jack Blackburn as manager of the commercial fishing department of Sunde & d'Evers Company has been announced by R. O. Bullwinkel, general manager of the company.

Blackburn brings to his new position many years experience in the Puget Sound and Alaska fishing fields. He went North every season from 1930 to 1941 working variously for Nakat, Brueger, Wrangell Packing and W. P. Mills Co.

During the war he was a superintendent of docks for the U. S. Army and since that time has been closely associated with the marine field.

During his years as a fisherman Blackburn worked not only aboard seiners but gillnetters as well.

Herbert A. Vind, whose appointment as head of the Process Machinery Division of Enterprise Engine & Foundry Company, has been announced by Paul I. Birchard, vice president of the company. Mr. Vind was recently president of Western Sellers, Inc., and president of Central America Expansion Corporation. In this capacity he directed domestic and foreign marketing of agricultural and industrial machinery and was active in the industrial development of various Latin American countries. He is located in the San Francisco headquarters of Enterprise Engine & Foundry Company.

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1 Figure 4040, Model NA-613, KYLER non-adjustable Labeling Machine, ½-lb. Tuna can size, 307 x 113. $1,050.00
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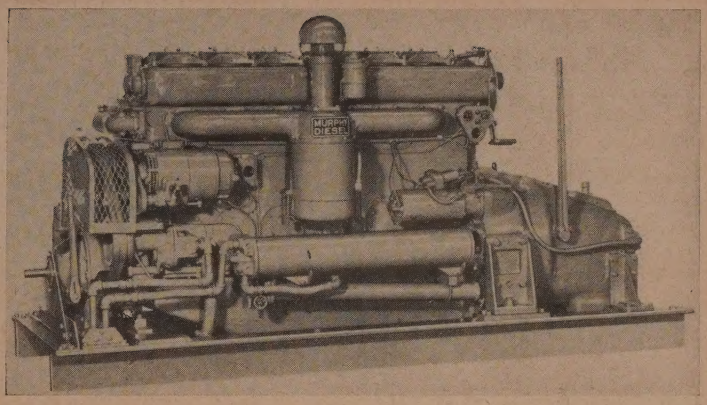
Mailler-Searles Move at L. A.

Mailler-Searles, Inc., well known Pacific Coast package handling machinery corporation, has announced the occupancy of new southern California offices, with warehouse at 4501 South Santa Fe ave., Los Angeles.

The telephone number at the new location is LOgan 8-2421, and the teletype connection is LA-1127.

Pacific Towboat & Salvage Company, Long Beach, has augmented its service to American fishing vessels operating below the international border to the Galapagos Islands, by assigning the Fairbanks-Morse diesel-powered tug *Amigo* to service out of Mazatlan, Sinaloa, Mexico. The tug will function under Mexican registry and supplements the *Pacific Retriever* which for more than a year has been stationed off Lower California.



Here is one of the "refined design" Murphy diesels which increase the sizes and power range of the Murphy diesel line.

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STANDARD ENGINEER'S REPORT

DATA

LUBRICANT RPM Motor Oil

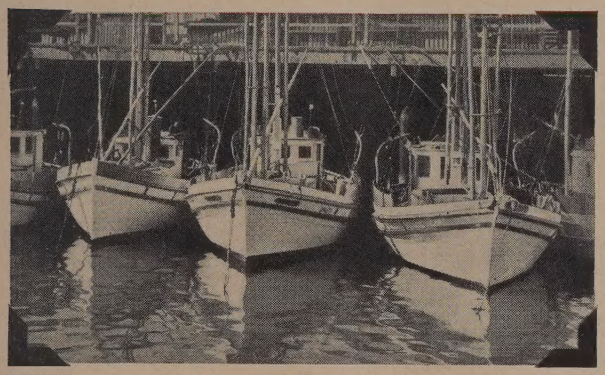
UNITS 10, 12, 15 H.P. Hicks heavy-duty gasoline engines

LUBRICATOR Force-feed

CONDITIONS Fish off Pacific Coast—salmon and crab

OWNERS Cefalu family—San Francisco

"RPM" oil prevents work delays on fishing boats

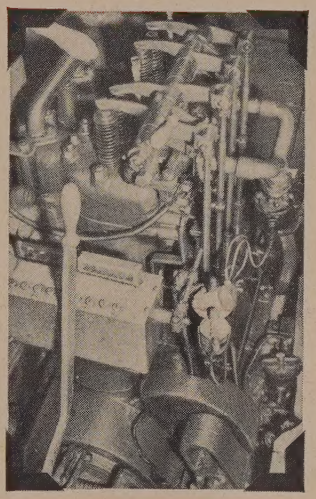


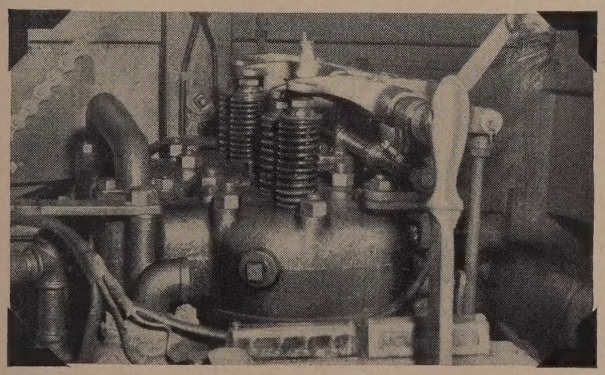
FOR MORE THAN 30 YEARS, Carlo Cefalu has operated his fishing boat (center) out of San Francisco. His sons, Ignatius and Nick, also each owns and operates his own boat (left and right, respectively). Bucking tides and weather, they all fish the Pacific the year around.

RPM MOTOR OIL has kept the heavy-duty gasoline engines in these boats working without a major breakdown for many years.

Carlo Cefalu has used "RPM" since it was introduced in 1936. His sons have used it since they purchased their boats. The engine in Ignatius' boat is 15 years old and he has run it for 8 years.

When overhauling last year for the first time, he found all rings free, pistons, cylinders and other parts clean. Overhauled this year, Nick's 13-year-old engine was in the same excellent condition.



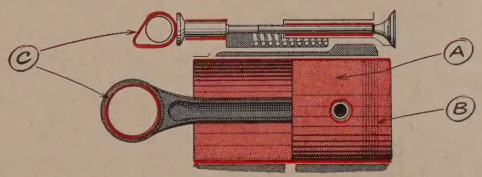


THIS 10-H.P. 2-CYLINDER ENGINE powers one of the boats. Twelve and 15 H.P. engines of the same type are in the other two. Cylinders and valves are lubricated by force-feed units as shown here. Oil drips into cups to lubricate bearings.

REMARKS: RPM Motor Oil is recommended for all types of boat and automotive gasoline engines. It keeps engines cleaned of carbon and lacquer, resists deposit formation and wear. It comes in grades to meet all engine requirements.

TRADEMARK "RPM" REG. U.S. PAT. OFF.

How RPM Motor Oil keeps gasoline engines in service



Engines lubricated with RPM Motor Oil last longer because it protects parts at <u>all</u> times.

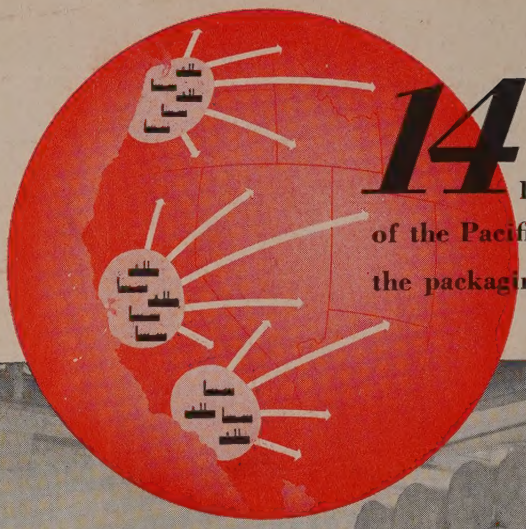
A. Special compounds keep lubricant on hot or cold metal—prevent starting and running wear and rusting when idle.

B. Detergent loosens and removes carbon, disperses contaminants so they flow out with drainings...keeps rings free.

C. Will not corrode any bearing metal.

STANDARD TECHNICAL SERVICE checked this product performance. For expert help on lubrication or fuel problems, call your Standard Fuel and Lubricant Engineer or Representative; or write Standard Oil Company of California, 225 Bush St., San Francisco.

STANDARD OIL COMPANY OF CALIFORNIA



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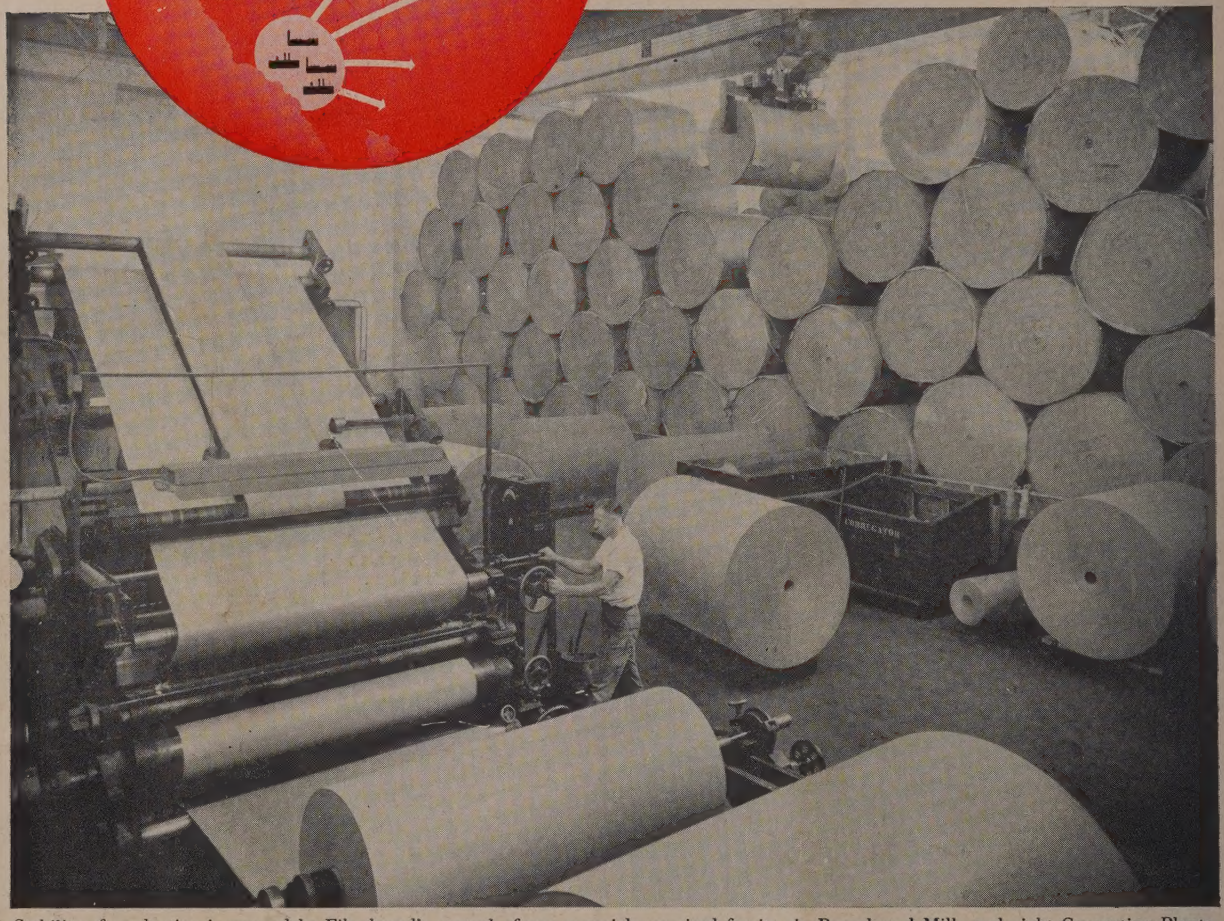

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